Canadian Moving Picture Digest

Vol 40, No. 35 — Toronto 2 Canada — December 25, 1948

Annual Holiday Issue

Happy New Year 1949

Kiddin' On The Keys

Merry Christmas

Published by
Canadian Moving Picture Digest Company Limited
277 Victoria St. - Toronto

CHRISTMAS SOCK!

Pop go the box-office records when you open

"WORDS AND MUSIC"

STARRING *(alphabetically)*

JUNE ALLYSON · PERRY COMO
JUDY GARLAND · LENA HORNE
GENE KELLY · MICKEY ROONEY
ANN SOTHERN

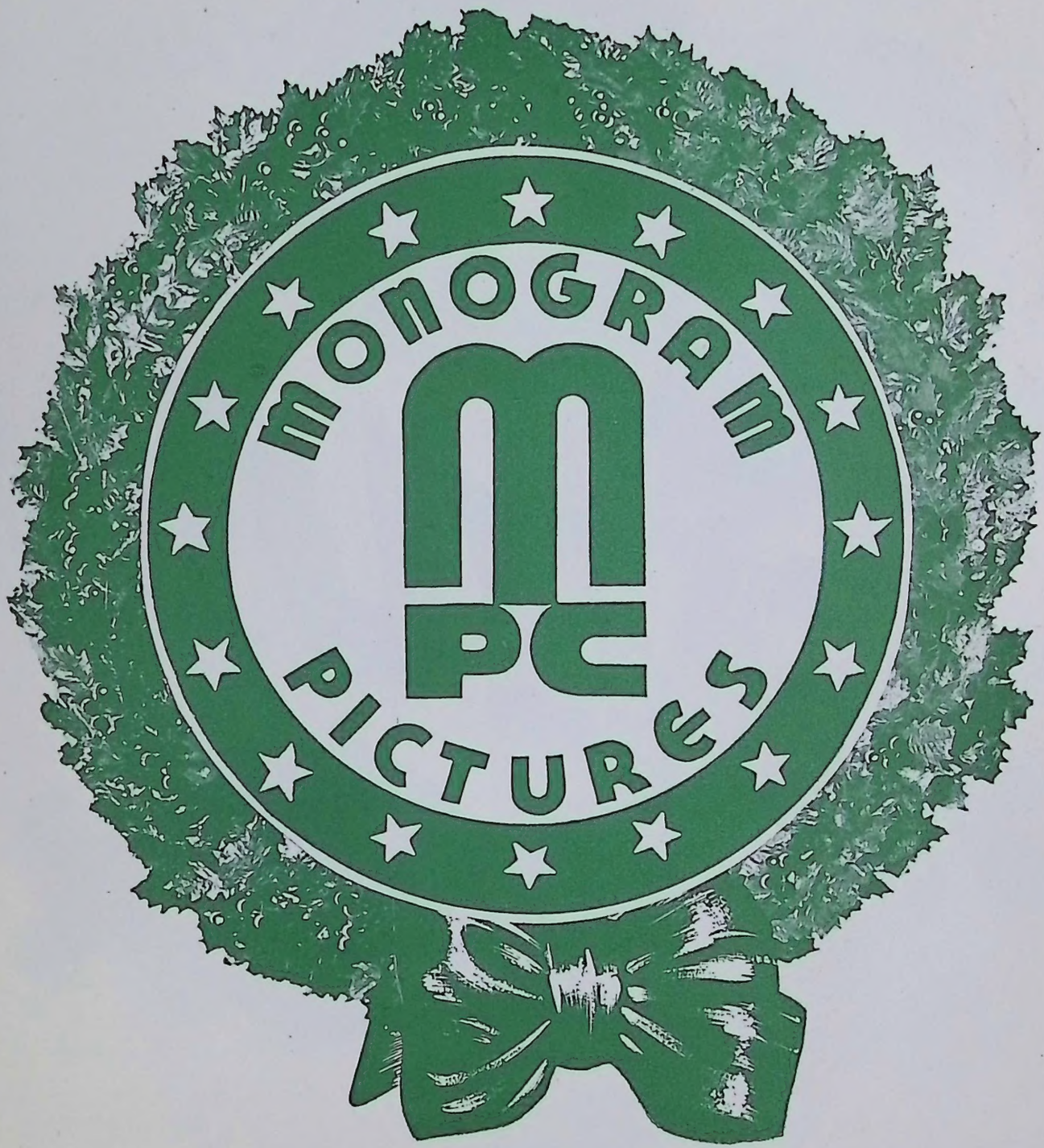
with TOM DRAKE · CYD CHARISSE · BETTY GARRETT · JANET LEIGH
MARSHALL THOMPSON · MEL TORME · VERA-ELLEN

Color by TECHNICOLOR
Based on the Lives and Music of
RICHARD RODGERS and LORENZ HART
Screen Play by Fred Finklehoffe • Story by Guy Bolton and Jean Holloway • Adaptation by Ben Feiner, Jr.
Musical Numbers Directed by ROBERT ALTON
Directed by NORMAN TAUROG
Produced by ARTHUR FREED
A Metro-Goldwyn-Mayer Picture

...There's A Merry Christmas
for Every House in the Land from...

20th CENTURY FOX

WHEN MY BABY SMILES AT ME Technicolor
THE SNAKE PIT · YELLOW SKY · ROAD HOUSE
THAT WONDERFUL URGE · UNFAITHFULLY YOURS


MONOGRAM
PC
PICTURES

"Kiddin' At The Keys"

IF I brought nothing more back from my Maritime visit than the picture of the two children on our Christmas Holiday Digest cover, I would have been amply rewarded for the trip I made.

To me, these children typify Young Canada. To me these children present an inspiration for the enjoyment of a Merry Christmas and a Happy New Year.

Would that we could give to all such little ones, the children of the world, the loving protection, the care and the opportunities which the little children on our front cover enjoy.

Who are these children? It is not by accident, but by intent that I refrain from immediately giving you their names and their parentage. Who they are is not as important as what they are, and what they are is represented in their healthy little well-clothed bodies, their confidence in life, their freedom of expression, their desire for the sound of a musical instrument, the availability of such a musical instrument, and the evidence of a creative and individualistic talent which reveals itself at three and four years, the respective ages of these children.

These are the grandchildren of our Dean of Motion Pictures, F. G. Spencer, of St. John, N.B., who operates a circuit of theatres in the Maritime Provinces, in affiliation with Famous Players Canadian Corp.

Margot, the impressario, was three and a half years old when her father, Gordon Spencer, took this photograph of his little daughter and his niece, Lynn, the four-year old daughter of Gerald, Gordon's brother.

Both Gordon and Gerald are associated with their father, F.G. Spencer, in Motion Picture Theatre operation in the Maritime Provinces.

The children were not posed for this picture which Gordon named, "Kiddin' At The Keys". Gordon Spencer enjoys photography as a hobby and caught the children, unaware that they were being observed and photographed.

I saw this photograph in the office of Gordon Spencer when I was in St. John recently. I knew that you would enjoy seeing it as much as I have; and since Christmas is the children's holiday, inspired by The Birth of a Child, a holiday which idealizes Motherhood and Childhood, I have given the Spencer children the front page of The Digest's 1948 Christmas and Holiday publication, for our inspiration.

In looking at these little ones, "Kiddin' At The Keys", for both are too young to be musicians, we may remember the thousands of little children, who need our motherhood and fatherhood to feed, to house, to protect, to educate and to love them. Merry Christmas and Happy New Year.

He won't say "YES"!
She won't
take "NO"!

Gala Holiday-Time Attraction at Broadway's Big Capitol Theatre!

a Dore Schary presentation

Cary Grant

in DON HARTMAN'S production

Every Girl Should Be Married

co-starring

RANCHOT TONE · DIANA LYNN · and introducing BETSY DRAKE

with ALAN MOWBRAY · Produced, Directed and Co-written by DON HARTMAN

Screenplay Collaboration by Stephen Morehouse Avery

RKO RADIO PICTURES

"The kind of stuff to delight average audiences . . . it sure should make the coin boxes tinkle."
—SHOWMEN'S TRADE REVIEW

"The female of the species on the prowl in amusing comedy . . . fun to watch." —M. P. HERALD

"Light, frothy comedy, delightfully acted by the dependable Cary Grant and a refreshing newcomer, Betsy Drake . . . sure-fire." —BOXOFFICE

"If every comedy were as deliriously funny there would be no such thing as box-office blues."
—HOLLYWOOD REPORTER

"Rich comedy the family will go for in all situations."
—INDEPENDENT FILM JOURNAL

"One of those rare comic delicacies that are always in good season at the boxoffice . . . will have a terrific payoff."
—VARIETY

"Entertaining all the way . . . made for those who enjoy laughs." —THE EXHIBITOR

"Topflight contender for honors in the comedy field."
—DAILY VARIETY

"Grand boxoffice comedy . . . has wit, charm, lively pace and a polished cast." —FILM BULLETIN

SEASONS GREETINGS TO THE INDUSTRY

FROM OUR NEW HOME

COMPLETE FACILITIES FOR

16 AND 35MM PRODUCTION

AIR-CONDITIONED LABORATORIES

SOUND RECORDING

SLIDE FILMS - ANIMATION

ILLUSTRATIVE PHOTOGRAPHY

CANADIAN FILM INDUSTRIES

310 LAKESHORE ROAD TORONTO 14

FILM LABORATORIES OF CANADA

AUDIO PICTURES

RAY PRESENTS

FROM TORONTO, through Ontario, into Montreal, through the Province of Quebec, to New Brunswick, through Nova Scotia, Prince Edward Island, across the country to Port Arthur and Fort William, from North Bay and on through Manitoba, Saskatchewan and Alberta, into British Columbia, tipped by Vancouver Island, and including a new sister-province, Newfoundland, to which we extend a friendly welcome and best wishes, new motion picture theatres have been constructed, or are in the course of construction.

Our old-fashioned cities and towns now have the New Look; and wherever our streamlined theatres are situated, merchants have remodelled store fronts, and little communities have been born with the new theatre as their centre. Going, going, gone are the honky-tonks, which, in their day, served their purpose and a public's need, but which, today, look like the poor relation of the streamlined theatre.

HAVE you ever thought of what the motion picture theatre gives to its patrons in service, as compared with other public services.

Can you find, in any other public service institution, such comfortable arrangements in respect to seating, in spite of the fact that motion picture seats are occupied mainly by adults, who in many instances pay as little as twenty-five cents for a minimum of two and a half hours' entertainment.

Compare our comfortable seats with those offered in other fields of Entertainment, where the public pays a minimum of $1.00 *a seat. Compare our seating comfort with what the public receives in the average restaurant. Compare our heating services, for public comfort, with other public services of a similar nature. Our air-conditioning services which give our patrons a continual supply of fresh and filtered air.*

Compare the cleanliness of our theatres with other public halls and auditoriums, compare our sanitary conveniences, our parking facilities, and the harmonious beauty of the entire theatre designed, not only for public comfort, but to give to the masses the benefit of a luxurious club-house, such as only wealth could afford to visit and *enjoy.*

WHERE, in the Dominion of Canada, have we an Art Gallery, a Public Library, a Music Hall, comparable to the beauty and comforts offered in our new and beautiful theatres.

Have you ever thought of the Cultural and Educational effect of such luxurious surroundings, patronized largely, by what is called the Masses?

Have you ever thought of our architects, our builders, our decorators, our designers, our manufacturers of draperies, of carpets, our craftsmen, our painters, our specialized and skilled engineers, all of whom find a medium for the expression of their inventive and creative talents in our theatre construction.

THE streamlined theatre has been the forerunner of other streamlined public enterprises; and merchants who sell food products, clothing, bath-room accessories and furniture are making the display of their merchandise in window-fronts and backgrounds fashioned after the attractive settings of our streamlined theatres.

Selling through the eye has been tested and found profitable salesmanship. Look at what happens to a street on which a new streamlined theatre has been opened. The shops all have their faces lifted, their tops receive a marcel and they become well-groomed enterprises.

What does this mean to a town or a city? It beautifies it at the expense of private enterprise.

THE development of community centres retains, for a growing, or a large city, a neighborly complex, a family spirit which can so easily be lost where no neighborhood exists, in which the residents take pride.

Tourists are not interested in squalor, in slums, they are interested in visiting smart towns, well-planned cities, in visiting, during their holiday season, motion picture theatres which are comfortable, which are beautiful, as well as offering good pictures. They are interested in clean and attractive eating-places, for no town or city can grow, unless the people who live there have sufficient confidence to engage in enterprise, to give prosperity as well as to take it.

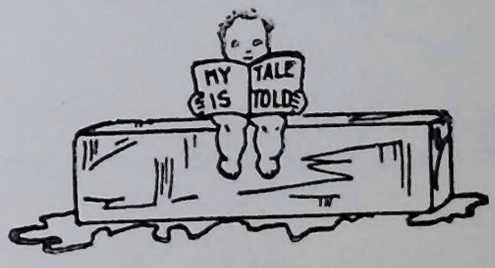
THE members of the Motion Picture Industry have shown their confidence in Canada by a program of building involving many millions of dollars, all of which provides wages directly through labour employed for such construction, and indirectly by providing thousands of pay envelopes in Canada, through the purchase of building materials and accessories.

Is this not a public service which should receive munipal, provincial and federal recognition? We have, as an Industry, done more to build up neighborhoods than our City Fathers, particularly those who reward our services with additional taxation.

The press, from time to time, editorialize on the need of beautifying a town, or a city. A few towns are inspired, through their municipal representatives, to extoll the beauty of a theatre, to voice a welcome, but this all-Canadian enterprise is too little considered in editorial comment and praise.

IN some cities, the purchase of a large department store, the construction of a bank building, secures pages of historical references and praise. But where are the pages of praise for the construction of a beautiful theatre, an enterprise which combines all the arts and crafts, which sends money into circulation, which gives employment, and which encourages sluggard merchants in the neighborhood to make improvements to properties which previously resembled a dead-end street?

Beautiful theatres demand good pictures, for an ordinary picture will stick out like a sore thumb in a beautiful theatre. In this way our Industry improves the movie-goer's taste; in this way, we eliminate the segregation of the unusual picture, the artistic picture, from a classification which designates such artistic screen effort for Arty theatres and Arty Audiences.



To All throughout the

MOTION PICTURE INDUSTRY

we extend

The Season's Greetings

Dominion Sound Equipments Limited

Season's Greetings

Good Will To All

ASTRAL FILMS

I. H. (IZZY) ALLEN

A Modern Film Exchange Created by Exhibitors' Good Will

Season's Greetings

ARCH. H. JOLLEY
Executive Secretary

MOTION PICTURE THEATRES ASSOCIATION OF ONTARIO

21 DUNDAS SQUARE - TORONTO

Toronto and District

By BILL PRESS

AS part of the Canadian Co-operative project, a file of available talent in Canada has been compiled, and one copy sent to Hollywood so producers contemplating production in Canada can cast tentatively before they ever leave home. File consists of photos and experience of several hundred Canadian radio and stage actors, and is available to any producer through the MPAA.

* * *

The Canadian made "Canadian Pacific" is to have its release in the next few months, and its producer, Nat Holt, is contemplating a second in Canada this summer with the same star, Randolph Scott. Production of the Art Arthurs Mountie script "Scarlet and Gold" is planned for this spring around Ottawa.

* * *

The motion picture "Rope" has not been banned in Ontario but further showings are being held up at request of the Ontario Motion Picture Censorship Board, it was announced recently.

After complaints by the Toronto and Windsor Local Council of Women, O. J. Silverthorne, board chairman, requested in a letter to Haskell Masters, general manager of Warner Bros. Pictures in Canada, distributors of the film, that its showings in Toronto and Windsor be stopped.

* * *

It is not often these days that the public is given something for nothing. However the Roxy Theatre in Walkerton, Ont., did just this with its showing of the picture "The Fuller Brush Man" starring Red Skelton. A. I. Minard, Manager, had no trouble in giving away seventy-five Fuller Utility Brushes at each show for four nights, a grand total of 300. At the matinee he also gave away 250 combs. To top all this, at each show nightly a genuine Fuller brush with plastic back and nylon bristles was given to a lucky patron.

* * *

It appears that Famous Players will open the big, new University Theatre on Bloor Street, in Toronto, with the super production, "Joan of Arc". Terry Turner of RKO's New York office was in town recently to talk the matter over with Famous Players heads.

J. O. "Ollie" Scott, owner of theatres in Weston and Prescott, Ontario, died suddenly on Tuesday, December 14th. He developed pneumonia, was in the hospital undergoing treatment, and passed away under an oxygen tent.

* * *

Arthur Gottlieb and Gladys Glad, who were reported in the papers as having announced their intent to wed, are married, we hear on good authority. Miss Glad is a former Follies queen, and the widow of the late Mark Hellinger.

* * *

Tent 28, Variety Club of Toronto, held a cornerstone laying ceremony Tuesday, December 21st, on the site of Variety Village, the Vocational Guidance School for Crippled Children which is the Tent's project. George Drew, Conservative party leader officiated and show people turned out en masse for the event.

* * *

Young William Gibbons was an ardent theatregoer, or so it appeared until police were told that somebody had broken into an office of the Victoria Theatre on Nov. 21. Yesterday, Magistrate Tupper Bigelow sentenced Gibbons, alias LaBlonde, to 18 months in reformatory on three, not one, charges of breaking and entering and theft.

Gibbons was caught in the act of forcing the office door by Detectives Cole and Cook. His worship was told that Gibbons at one time was an usher at the theatre and thus was familiar with the layout of the building.

* * *

The two Sunset drive-in theatres at Preston and Brantford Airport have been sold for $251,000.

The buyers are H. Bennett and W. Bernard Herman, Toronto, who own a chain of drive-in theatres.

Both Sunset Theatres were built this spring. Jerrold Campbell will continue as manager of the theatres.

The Preston Theatre has a capacity of 720 cars, while that at Brantford can accommodate 520 autos, each with individual in-car speakers.

* * *

Odeon Theatres (Canada) Ltd. opened two new streamlined theatres this week, the Odeon-Brantford, which bowed in Dec. 17th, and the Odeon St. Thomas, which made its entrance into the world of entertainment on the 22nd. Archie Laurie, Odeon publicity head, had a busy Christmas week.

SEASON'S GREETINGS

GENERAL AMUSEMENT SERVICES

277 Victoria Street AD. 4395

The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS
Editor-In-Chief

PAUL FIRESTONE
Assistant to the Editor

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J. J. CONKLIN ..... Winnipeg, Man.
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

Never let it be said that an alert showman isn't quick to cash in on selling ideas. Mel Jolley, of the Century Theatre, Hamilton, scheduled to play 20th-Fox's "Apartment for Peggy", latched on to Sam Glasier's successful promotion of the film's opening in Toronto, and is conducting a veteran's hard-luck story contest along identical lines, and reaping good will and free publicity at very little cost.

Five-way tie-up brings in D.V.A., radio station CKOC, The Hamilton Spectator, McMaster University authorities and student bodies as well as the numerous merchants donating the furnishings for the attic apartment which is to be the prize.

Cardinal to Release Concert on Film

Picture, called "Concert Magic", stars Yehudi Menuhin, world-renowned violinist, with Jakob Gimpel, pianist, and Eula Beal, contralto.

The film is the first in concert form which is presented without the contrivances of story or make-up, without pretense, without embellishment.

It will also be available on 16 mm., which will bring the best of the concert halls of the great metropolitan centres to the most remote communities of Canada.

The arrangement for distribution of the film was concluded with Morris Safier who has the distribution rights for this film when he was in Toronto last week. Mr. Safier is well know in the film industry.

Gloria De Haven Borrowed For U-I's "Baby Makes Three"

Gloria DeHaven has been borrowed from MGM by Universal-International to play the role of Donald O'Connor's wife in "And Baby Makes Three".

The picture will mark Miss DeHaven's first screen appearance since the birth of her baby last Spring.

Season's Greetings

AND BEST WISHES FOR 1949

ASSOCIATED SCREEN NEWS

PRODUCERS OF THE

Canadian Cameo Series

MONTREAL LIMITED TORONTO

B. E. NORRISH M. Sc. M.E.I.C. PRESIDENT & MANAGING DIRECTOR

Merry Christmas
Happy New Year
to

ADOLPH ZUKOR

Pioneer Paramount Picture Executive
Who Has Passed His Three-Score And Ten
And Still Going Strong

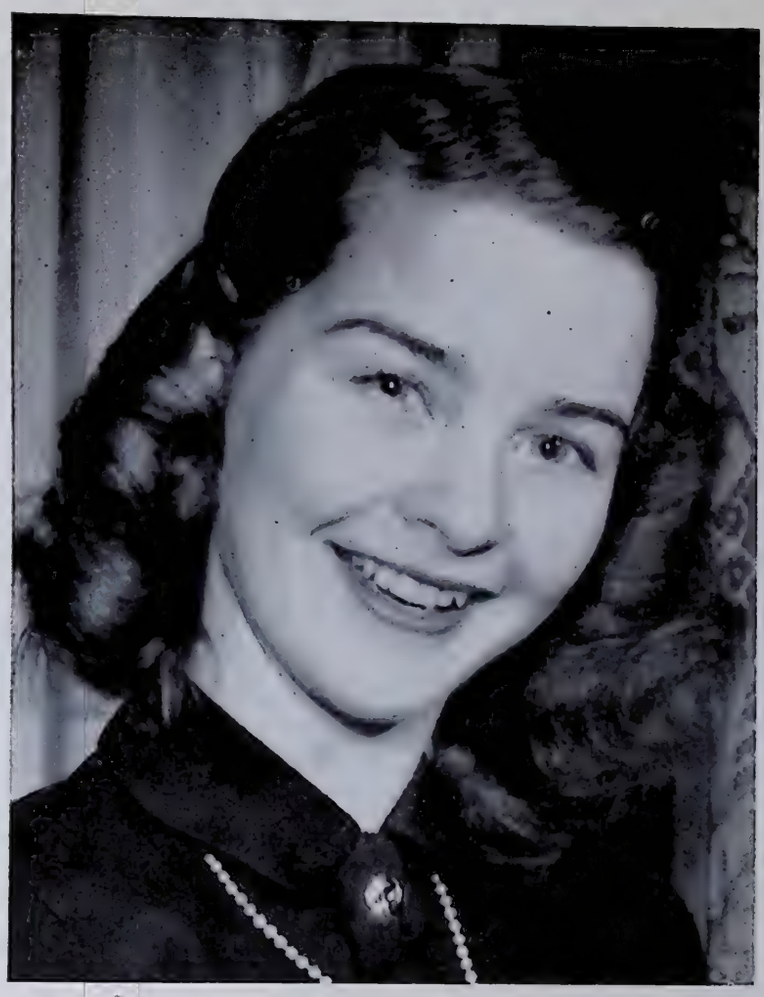
A Merry Christmas

and

A Happy New Year

COLUMBIA PICTURES

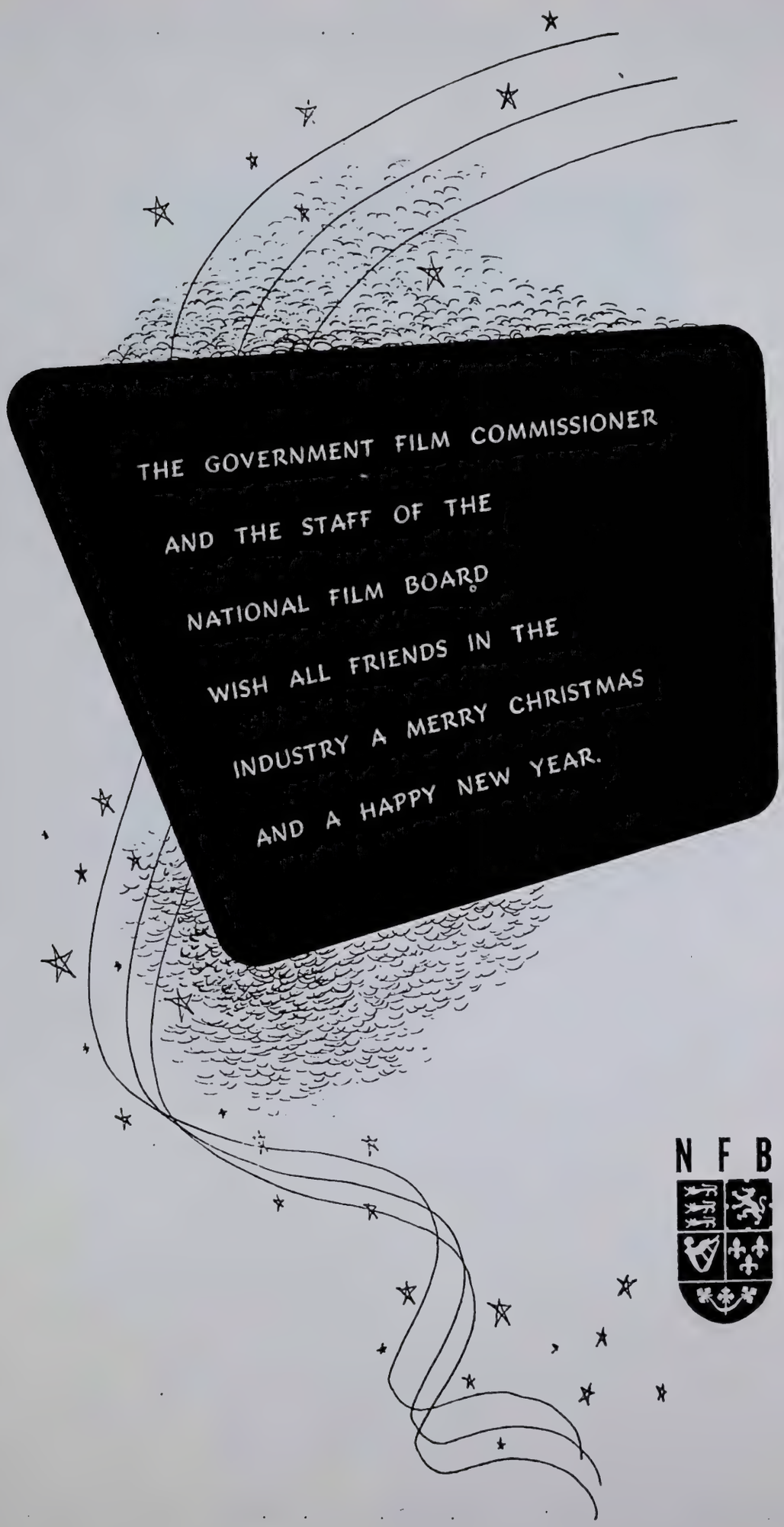
OF CANADA LTD.



BARBARA ANN SCOTT

★

A Merry Christmas
and a
Happy New Year
to
Canada's Sweetheart
and
S.R.O. For You at The Roxy, New York City


THE GOVERNMENT FILM COMMISSIONER
AND THE STAFF OF THE
NATIONAL FILM BOARD
WISH ALL FRIENDS IN THE
INDUSTRY A MERRY CHRISTMAS
AND A HAPPY NEW YEAR.
N F B

National Film Board Reports Year Of Progress At Home And Abroad

1948 has been a good year for theatricals, reports the National Film Board, and prospects for 1949 are bright, both in production and distribution. Coming up in the Columbia-Distributed "Canada Carries On" series are two in color, the current "Arctic Jungle", and forthcoming "Capital Plan", an Anscocolor job on the Greber planning of the new Ottawa. CCO also has on schedule (working titles) "Weather", covering Canada's vital role in international weather predictions; "Newfoundland", a general coverage of the new province; "Open House" on the nation's tourist business; "Summer Is For Kids", boys' camps; "Pay-Off In Pain", the drug traffic, and a CCO on immigration, including DPs. Two 30-minute featurettes on schedule: "Who Will Teach Your Child?", concerning the parent-child-teacher situation, and a French production on modern Quebec, "Horizons Du Quebec", are being distributed by Columbia. Another NFB featurette, "RCMP File 1365", which has had an exceptionally large booking in Canada, has now gone to other countries through Favorite Films of New York, with the title changed to "The Connors Murder Case".

Increased Overseas Bookings

While the CCO series has upped its bookings to more than 500 theatres in both English and French, NFB theatricals have enjoyed increased overseas bookings. NFB subjects are being placed in theatres in France, Belgium, Switzerland and North Africa by the A. D. Perry office in Paris. Theatres in England, Ireland, Scotland, Wales and North Ireland get NFB productions from United Artists, with Cinema and General Films booking into Eire and North Ireland as well, including the NFB newsreel "Eyewitness". Odeon National Cinema Clubs for children and Gaumont-British Junior Clubs use NFB films. Astral's agent, British and Overseas Film Sales, besides distributing NFB short subjects, (including "Voice of Canada" and Toronto Symphony" for re-sale to New Zealand) is distributing the feature "Secrets of the North", on Exercise Musk Ox, in the United Kingdom.

Mexican and other Latin American distribution of NFB subjects has continued to expand through Clasa Films Mundiales and Peliculas Mexicanas. Columbia is booking "Champions in the Making" internationally, and NFB one-reelers are going abroad as well through AB Europa in Sweden, Eagle Lion Malaya, MGM in Australia, RKO in India, Canadian-Near East Trading Corporation in Greece, and others.

NFB films have been used on television since 1943, and are currently appearing regularly over BBC and United States video stations and networks.

"Wild Bill Doolin" Now "$5,000 Reward"

"$5,000 Reward" is the new title for the Columbia feature starring Randolph Scott which was produced as "Wild Bill Doolin". Gordon Douglas is directing for producer Harry Joe Brown.

« Capital Story »

By WILL McLAUGHLIN

PUBLIC interest in the municipal elections this year was so wide that practically all first run theatres relayed the returns direct from newspapers' editorial rooms to patrons through frequent bulletins on the screen. Business in some spots was somewhat off on election night, but those who did attend their favorite theatre appreciated the bulletin service provided by enterprising managers.

* * *

George Degnon, popular public relations representative for RKO-Radio, broke all records for the length — or shortness — of his last visit to Ottawa. Arriving here on the overnight train from Toronto, George checked into the Lord Elgin Hotel and planned to spend at least 48 hours on company business.

A morning meeting with manager Ernie Warren at the Elgin Theatre in connection with publicity and advertising on Walt Disney's "Melody Time", which the Elgin will present starting Christmas Day, the fast-working Mr. Degnon had just finished lunch with several friends when a phone call summoned him on to Montreal for an important conference. It was a close race against time, but George made the afternoon train to the Canadian metropolis on the same day as his arrival here, much to the disappointment of many friends in local show business circles.

* * *

Manager Henry Marshall of the Regent (Famous Players) Theatre, is getting an extra special play from Ottawa folks, with his current program. The feature presentation is "Tarzan and the Mermaids", but particular interest is being manifested in the National Film Board's documentary, "Who Will Teach Your Child?" which deals with the subject of elementary education and the problems confronting parents, teachers and students. Directed by Stanley Jackson, a former teacher at Upper Canada College, Toronto, the film was produced in and around Ottawa public and high schools, with teachers and pupils playing real-life roles.

The Elmdale Theatre, erected by the Zumar brothers a little over two years ago and later sold to the Betcherman interests, has been acquired by Odeon Theatres (Canada) Ltd., and is now being operated by that major circuit. Gord. Beavis, resident manager of the Centre Theatre and Odeon's Ottawa representative advised this corner that negotiations for the Elmdale were successfully concluded following several months of deliberations between Odeon and Mr. A. Betcherman, of the Betcherman Iron and Steel Company, but was not at the moment prepared to give financial details of the transaction. In addition to its partnership deal with the Centre, Odeon now owns and operates the Glebe, Elmdale and Roxy Theatres, to which circuit will be added the Odeon showcase theatre, now in the course of completion on the west side of Bank Street, near the corner of Slater.

* * *

Barbara Ann Scott, Canada's ice skating queen and sweetheart of her native Ottawa, left for New York City to start a professional career at the Roxy Theatre amid the cheers of a large crowd of well-wishers. "I'll be back in March for the Minto Follies," she told the press. "It's my club and all my gang, and I'm certainly going to be here." The smiling, fair-haired Barbara posed for newsreel cameramen and was interviewed by radio men before boarding the train with her mother, Mrs. Clyde Scott, and Earl W. Wingard, publicity director for 20th Century-Fox.

* * *

Closing another year as your Ottawa correspondent of Canadian Moving Picture Digest, our last thoughts are for a Merry Christmas and a bright, healthy and very prosperous New Year to readers of "Capital Story", our highly esteemed editor and publisher, Ray Lewis, associate editor Paul Firestone, and the office staff of this great trade journal.

DIGEST WANT ADS. GET RESULTS

Merry Christmas

and a very

Happy New Year

•

To All In The Industry

•

from

International

FILM DISTRIBUTORS LIMITED

WE REMEMBER THEM!

Americans, British, Canadians whom we remember for their individual contributions to the Moving Picture Industry

MARCUS LOEW

Founder of Loew's Inc. and MGM Pictures

Season's Greetings

To All Of You

from

All Of Us

Alliance Films Limited

JAMES L. SMITH - President

TORONTO
IRVING L. SIEGEL

MONTREAL
MOLLY FOREMAN
PETER LAMBERT

SAINT JOHN
MAURICE ELMAN
RONALD BOWES

WINNIPEG
SOMER JAMES
DAVE PERMACK

VANCOUVER
STEVE ROLSTON

WE REMEMBER THEM!

CARL LAEMMLE

Who Built the First Motion Picture City in Hollywood
Universal City for Universal Pictures

We sincerely believe
that the best Christmas
and New Year Greetings
we can wish for Canadian
Exhibitors and the Canadian
Motion Picture Industry
is contained in Republic's
1948-1949 release program
which includes these
big pictures---

"WAKE OF THE RED WITCH"--
"RED PONY"---"MACBETH"--
"THE LAST BANDIT"--
"EAGLES IN EXILE"--
"MONTANA BELLE"--

WE REMEMBER THEM!

NATHAN L. NATHANSON

Co-Founder of Famous Players Canadian Corporation

World Favorite in Motion Pictures

COLOR BY

TECHNICOLOR

TECHNICOLOR

Is The Trade Mark of

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, President and General Manager

WE REMEMBER THEM!

MAURICE WEST
Pioneer Canadian Showman

S. W. SMITH
Who Sold the First Group of British Pictures to Canada

J. D. WILLIAMS
Co-Founder of Paramount and First National Pictures
Responsible for Building the First Production Studio
in England to Make Films for World-Wide Distribution

A Merry Christmas

and a

Happy New Year

to

All our Friends in the Industry

FROM THE

Canadian Moving Picture Digest

Which Brings You All The News In Easy To Digest Form

RAY LEWIS
Editor & Publisher

PAUL FIRESTONE
Assistant Editor

ETTIE GREEN
Circulation

And Our Correspondents Across Canada

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ST. JOHN, N.B.

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OTTAWA, ONTARIO

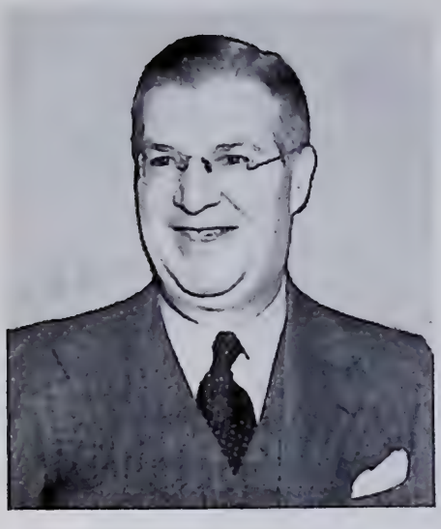
J. J. CONKLIN
WINNIPEG, MAN.

BRUCE PEACOCK
REGINA, SASK.

JACK DROY
VANCOUVER, B.C.

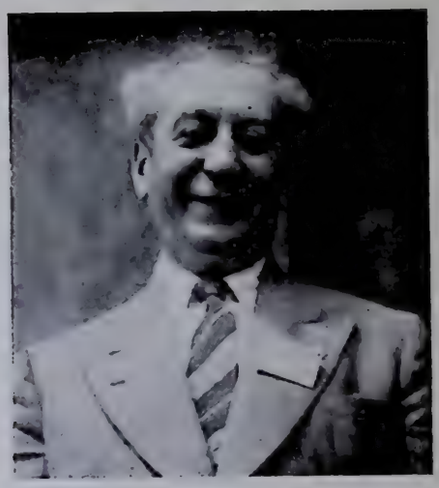
BILL PRESS
TORONTO, ONTARIO

WE REMEMBER THEM!



TOM BRAGG
Early Executive F.P.C.C. and
Odeon Theatres of Canada, Ltd.

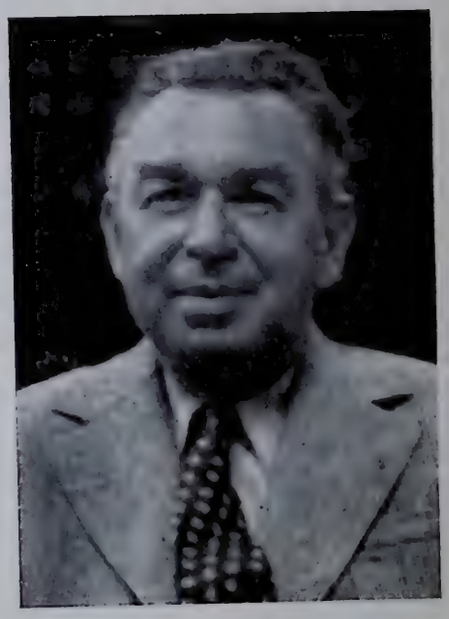
GEORGE STROUD
Founder of Hamilton United Theatres



GEORGE ROTSKY
Pioneer Showman

JAY I. ENGLISH
Architect Supreme
to
Odeon Theatres of Canada, Ltd.

CLAIR HAGUE
First Canadian General Manager
of Universal Pictures and Co-Founder
of the Canadian Picture Pioneers



JAY J. ALLEN
Co-Founder of
Allen Theatres Ltd.,
First Dominion Wide Theatre Circuit

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CANADA AND BRITAIN HAVE A COMMON HERITAGE AND SHARE THE SAME IDEALS STOP THE CANADIAN AND BRITISH FILM INDUSTRIES CAN BE HEARTENED BY THE KNOWLEDGE THAT THEIR WORK MEANS HAPPINESS AND RELAXATION FOR GREAT NUMBERS OF PEOPLE AND PLAYS AN INCREASINGLY IMPORTANT PART IN ENCOURAGING UNDERSTANDING BETWEEN THE NATIONS STOP IT IS GOOD TO KNOW THAT IN CANADA PRODUCTIONS FROM OUR STUDIOS HAVE A WARM AND SYMPATHETIC RECEPTION STOP WE WILL DO ALL WE CAN TO JUSTIFY YOUR BELIEF IN US STOP MEANTIME MY VERY BEST WISHES FOR CHRISTMAS AND THE NEW YEAR

J ARTHUR RANK

Odeon's Year Of Expansion Results In 24 New Showcases

By GEORGE W. PETERS
Vice-President, The Odeon Theatres (Canada) Limited

The first phase of Odeon's post-war construction programme is now coming to a close. Commencing shortly after the end of the war Odeon began what is probably the largest construction programme in the history of the industry. At one time the Company had 20 theatres under construction. By the end of this year it will have opened 18 of these theatres, leaving the balance of 2 new theatres, Ottawa and Humber-Toronto, to be opened immediately after the new year. In addition, Odeon with associates have opened 4 additional new theatres, making a total of 24 new theatres. The total number of new seats will amount to approximately 35,000.

This article will deal only with the first phase of the programme. The original overall programme called for 64 new theatres but this number has now been reduced to 50. The planning of the balance of the total programme will shortly be commenced and most of the sites have been acquired.

The first phase of the construction programme was designed to do three things: (1) To give the Company representation in key cities in which it was not represented (12 theatres); (2) To build up supporting suburban circuits in the two largest cities in Canada, namely Toronto and Montreal (6 theatres); (3) To replace existing first run theatres which were not adequate (6 theatres).

The following is a complete list of theatres which have been opened as of Christmas, 1948: Odeon, North Sydney; Odeon, Guelph; Odeon, Peterborough; Odeon, West Vancouver; Odeon - Champlain, Montreal; The Odeon-Toronto; Odeon, London; Odeon, Port Arthur; Odeon, Fort William; Odeon, Brantford; Odeon, St. Thomas; Odeon-Fairlawn, Toronto; Odeon-Cremazie, Montreal; Mercier Montreal; Odeon-Danforth, Toronto; Odeon-Hyland, Toronto; Odeon, Victoria; Odeon, Sturgeon Falls.

The planning of all these theatres was carried out by the late J. I. English, although to ease the burden of the work certain outside architects were engaged, namely, Mr. Harry Simmonds in Vancouver, Mr. Cecil Blankstein in Winnipeg and Mr. Henry Greenspoon in Montreal. By virtue of the fact that he was starting out with a clean sheet, as it were, Jay English undertook a great deal of preliminary study in the war years in England and in the United States, with the result that his designs carried out the latest ideas in theatre construction. Perhaps it would be well to recapitulate the more important of these innovations. Briefly, they are as follows:

(1) The "open" and/or "visual front":

The psychological effect of this factor on prospective patrons has been very great, as such patrons could see the warmth, colour and luxury of the surroundings in which they were going to be entertained. The Fairlawn and Danforth Theatres in Toronto are two excellent and adverse examples of this feature. Even in the comparatively short period of time since these theatres have been built this idea has already been embodied in other circuit and independent theatres.

(2) The open proscenium arch:

This is a radical new departure, particularly as used by Mr. English with the main stage drapes actually moving off the stage into the side walls.

(3) Greater seat spacing:

Odeon has standardized on new spacing of seats which has been warmly welcomed by theatre patrons. Mr. English ascertained that during the last generation Canadians had grown an average of two inches taller and he felt that the old standard of 32" and less would not provide the necessary comfort for the present generation. He, therefore, used 34" back to back on the auditorium floor level with 36" used in all balconies. In the more important and larger first runs 36" back to back spacing was used on auditorium floors, as well.

(4) Acoustical qualities:

Working in conjunction with the eminent Acoustical Engineer, Mr. H. Goldin of Gaumont-Kalee, Mr. English concentrated on the use of splayed side walls, therefore, none of the side walls, ceiling or floors were parallel at any point. By this means the use of any acoustical corrective material was rendered unnecessary. The only two surfaces which are parallel in the auditorium are the stage wall and the standee wall, which could not be splayed and on these surfaces acoustical materials were used, chiefly fibreglass.

(5) Signs and marquees:

Mr. English, wherever possible, tried to "build in" the theatre signs, as he felt the usual type of overhanging sign conflicted with the architectural lines of the building and really looked like an after-thought. The best examples of "built-in" type of signs are the Odeon-Toronto and the Odeon, West Vancouver. Where, due to the restrictions of his entrance, a vertical type of sign was necessary, he came up with a radical new departure which is best demonstrated by the Danforth and Hyland Theatres in Toronto.

(6) Angle of Throw:

In planning his theatres Mr. English, knowing that he was going to work with the latest and finest English projection equipment, tried to create the best screen value possible and particularly sought to avoid "key-stoning". So fortunate were his decisions that in no case in any of the new theatres is the angle of throw greater than eleven degrees. Achieving this objective was, of course, helped by the 36" balcony steppings.

(7) Overall carpeting:

In order to deaden floor noise and increase the feeling of patron luxury, overall carpeting, e.g., from wall to wall, was used in all the larger theatres.

(8) Smoking conditions:

In all new Odeon theatres facilities were incorporated to provide smoking in the balconies.

The foregoing constitute the major innovations in the new Odeon Theatres. In certain specific theatres other innovations, chiefly of a structural nature, were designed by Mr. English, the most noticeable being the use of reinforced concrete walls in the Odeon-Toronto Theatre, which saved many months of construction, as this avoided the shortage of bricks and bricklayers.

There are many features of the Odeon-Toronto Theatre which have not been mentioned here as they specifically apply to the one theatre and not generally across the circuit. These include a huge mural, contour curtains, restaurant, etc., which themselves deserve a separate article.

Wherever possible the theatres have been built with regional differences. For instance, in Guelph, the front elevation is entirely of stone.

All new Odeon Theatres had installed British made GK.21 and GK.20 projection and sound equipment which are giving the fine screen and sound values.

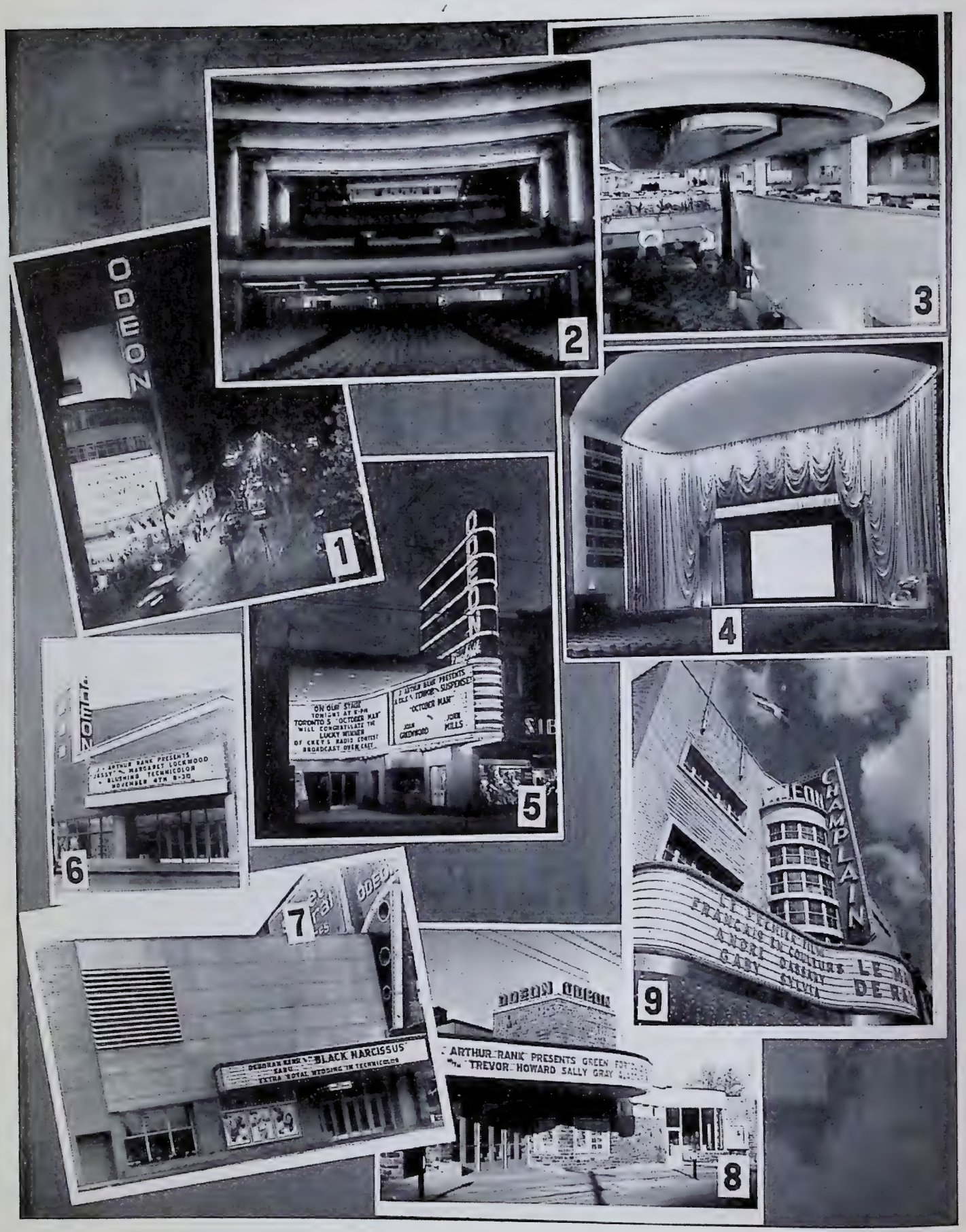
On Jay English's death in August, 1947, the Company was very fortunate in obtaining the services of a leading English Architect, Mr. Leslie H. Kemp, who has had the difficult task of carrying on the very heavy duties involved in the construction programme.

Leading general contractors across the Dominion were used in the construction of these buildings.

In addition to the new construction programme, Odeon made good progress in catching up in its war-deferred maintenance programme. Complete renovations were made to 9 theatres and 6 others had major work done to them.

Naturally, such a good construction record could not have been maintained were it not for the co-ordinating efforts of the Odeon Construction Department, particularly Messrs. Lainchbury and Devitt, and also of Gaumont-Kalee in supplying, and their technicians in installing all the equipment and furnishings.

SOME OF THE REVOLUTIONARY NEW



"A Thing of Beauty is a Joy Forever" seems to have been the guiding motif in Odeon's building program which surged ahead in 1948 to complete all the luxurious new houses pictured above and across the page. Pictures 1, 2, 3 and 4 are of the revolutionary new Odeon-Toronto showing, in 3, the location of the theatre restaurant. 5 is the front of the Odeon-Danforth in Toronto, giving the illusion of being very large, while only an ordinary store's width on its Danforth Avenue frontage. The Odeon-Port Arthur, Ont., is 6, the Odeon-Guelph, Ont., is 7, the Odeon-West Vancouver, B.C., is 8, while 9 is a clever angle shot of the Odeon-Champlain in Montreal.

THEATRES OPENED BY ODEON THIS YEAR

One of the most recent is the Odeon-Brantford, whose interior is pictured in 10 above, which had its grand opening December 17th. 11 is a shot of the Odeon-North Sydney, N.S., 12, the rather different Cremazie Theatre in Montreal. We hope the manager of the Odeon-Victoria, B.C., isn't superstitious, as that is the band-box pictured in 13. 14 is the Odeon-Hyland which introduced Hamlet to the Toronto public earlier and is still going strong with the same feature. The upstairs lobby of the Odeon-London, Ont., and a depth-view of the Odeon-Peterborough make 15 and 16. 17 is a pre-blackout view of North Toronto's Odeon-Fairlawn which has been making such a good thing out of its Wednesday nights with the "Opportunity Knocks" radio show. 18 is the Mercier Theatre in Montreal, and 19 the other half of the twin in 6, the Odeon-Fort William, Ont.

ODEON
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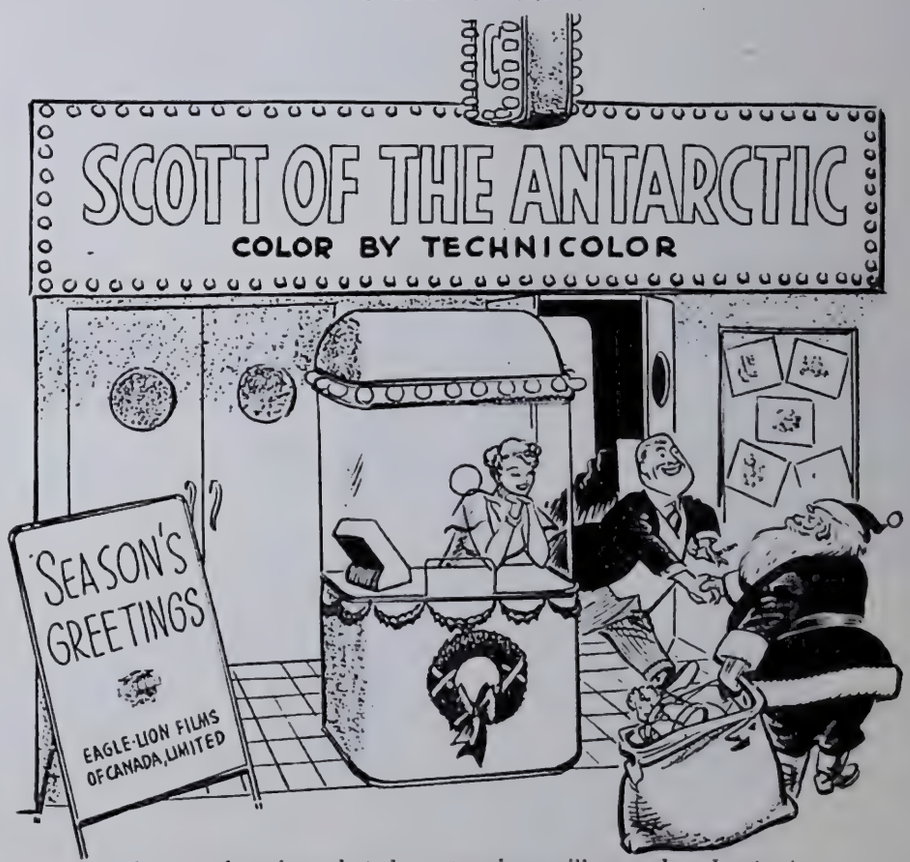
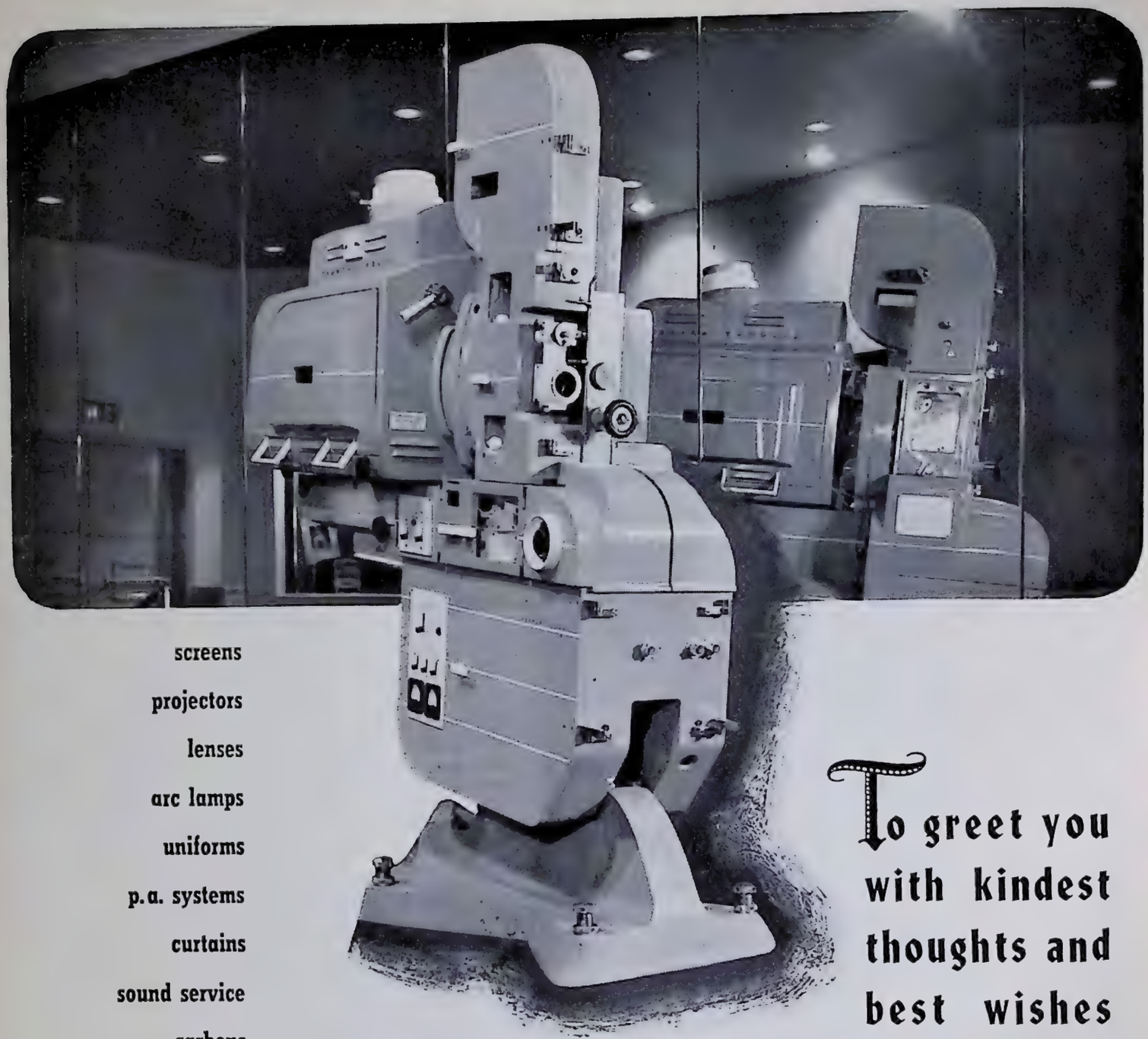


"Can you imagine what the supervisor will say when I report Santa Claus on my pass list?"



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TO WISH YOU AND
YOURS GOOD CHEER
AT CHRISTMAS AND
GREAT HAPPINESS IN
THE NEW YEAR.

Famous Players Builds Luxurious New Theatres

DURING 1948, despite certain shortages in labor and material, Famous Players and associates completed and opened a number of theatres, most of them in eastern Canada. While Famous Players' building program is behind schedule, due to difficulties encountered in securing some vital materials and services, every project seems now to be making satisfactory progress.

The majority of the new theatres and the renovation jobs have been done under the supervision of Jules Wolfe, supervisor of maintenance and construction for the company's eastern division and John McCausland and John Ferguson, supervisors for the western division.

Famous Players' first post-war theatre to be completed was the Nortown on Eglinton Avenue in Toronto. The designers of the theatre concentrated on making it not only most attractive but comfortable and safe.

Many New Departures

The many features of the theatre caught the attention of various construction and theatrical publications in the United States and England and considerable space has been devoted to its praise.

The exterior of the theatre is in the contemporary manner, the lower portion of the facade consisting mainly of rubble stone laid in strong, horizontal coursing effect relieved by limed oak, antique marble and stainless steel at the entrance and box office. One third of the front consists of a huge, slightly titled picture window providing a view of the rotunda. A unique feature is the marquee and sign which lead the eye by design and movement of light to the theatre interior. Beyond the lobby in the rotunda is an elaborate refreshment bar designed to form part of the theatre. One corner of the foyer is designed as a lounge area. The ceiling here has been lowered to create an intimate atmosphere and sprayed with rayon to match the carpet below. One curved wall of the lounge is covered entirely with padded plastic. Great attention has been paid to visibility, and the floor slope is of the semi-reverse type to give the best possible view of the screen.

The Nortown seats 950 patrons and was one of the first in Canada to introduce "push back" seats. The last 10 rows of the auditorium have been set aside as a smoking section. The theatre is completely air conditioned by refrigeration. A. G. Facey of Toronto was the architect and the theatre is under the management of William Falls.

One of the showplaces of the Maritimes is the new Paramount Theatre in St. John, N.B., facing on King Square. It is the first theatre in the Maritimes to install "push back" seats and is Famous Players' first house to be equipped with a complete refreshment bar. Located in the lounge, the bar's equipment includes a full size soda fountain and has an entrance from the street as well as the theatre. The theatre is of the latest modern design making full use of plate glass for its doors and front. The Paramount is of stadium type and seats 1,392 patrons.

The Paramount was formally opened by the Lieutenant-Governor of New Brunswick, Hon. D. I. McLaren and Mayor J. D. McKenna.

The entire proceeds from the first night's performance were donated by Famous Players to the benevolent fund of the St. John Canadian Legion. Architects for the theatres were Kaplan & Sprachman of Toronto and the manager is Harrison Howe.

To serve the fast-growing area in the Wyandotte-Fillette district in Windsor, the Centre Theatre was recently opened. Many novel features have been incorporated into the planning of this deluxe suburban house which will seat 926 patrons, including 250 in the balcony where special provision has been made for smoking. The theatre is air conditioned by refrigeration. Slaw Meretsky is the manager and the architects were Sheppard and Mason of Windsor and Eric Hounsom of Toronto.

One of the most beautiful of Famous Players' newest houses is the Paramount Theatre, Peterborough, built on the site of the old Grand Opera House which was demolished about six years ago.

The Paramount, air-conditioned by refrigeration, seats 950 patrons and has two floors. The rear part of the balcony has been equipped with special exhaust fans to provide a smoke-free smoking section. The theatre is provided with a "crying room" where parents may take youngsters who are disturbing other patrons. A unique feature of the house is "The Little Paramount" — a private screening room seating 18 which may be rented by private parties.

A striking feature of the theatre is the modern, upswept marquee topped by an animated sign which dominates the street, rising 40 feet above the roof level.

Proceeds To Welfare Work

As a tribute to the memory of the late Senator Frank O'Connor and Roland Denne and their ideals of community service, Famous Players donated the entire proceeds of the opening night to the Rotary Club to help carry on the Club's welfare work among children.

J. J. Fitzgibbons, CBE, president of Famous Players, paid tribute to the two Peterborough men who had done so much to advance their native city and who had been so active in welfare work. Mayor William Ovens formally opened the theatre and Clare Collins, chairman of the Rotarian's finance committee, voiced the appreciation of Rotary to Famous Players. The architect for the Paramount was Herbert Duerr of Toronto and Gordon Miller of Peterborough was named manager.

The old Orpheus Theatre in Halifax was razed by Famous Players and a new theatre, the Paramount, has been built on the site. The theatre will give Halifax another showplace and it is built along the lines of the Paramount in St. John. The theatre is under the management of Freeman Skinner, seats 1,160 patrons, and will open early in the year. The architects were Kaplan and Sprachman of Toronto.

Under construction but not to be opened until early in 1949 is Famous Players' Capitol Theatre in Sydney.

Others Under Construction

Famous Players have several other houses now under construction but which will not be opened until the spring. In British Columbia two new houses are now being built — the Paramount in Chilliwack seating 900, and the Paramount in Kelowna which also seats 900.

One of the most beautiful and modern theatres at the Lakeheads is the Paramount Theatre in Port Arthur. Designed by Kaplan and Sprachman, of Toronto, the theatre's opening is set for December 27th. Charles Dilley is the manager.

In association with Famous Players, Dave Korman of Rouyn, Que., has completed a new theatre in that town for a pre-Christmas opening.

Famous Players' partners have completed a number of theatres throughout eastern Canada during the past year.

Bloom and Fine opened two deluxe houses in the city of Toronto. At Vaughan Road and St. Clair is the Vaughan Theatre, designed by Kaplan and Sprachman of Toronto seating 929, one of the most striking houses of its size in the city. The theatre is managed by Charlie Richards.

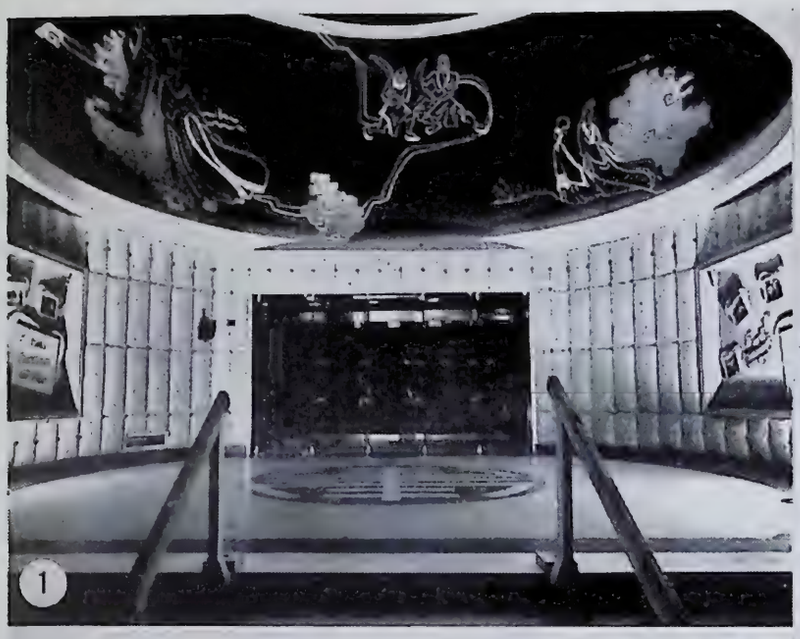
Serving the expanding O'Connor Drive area in Toronto is the second B & F theatre built this year — the Donlands. The house was designed by Herbert Duerr of Toronto and is under the management of Martin Bloom.

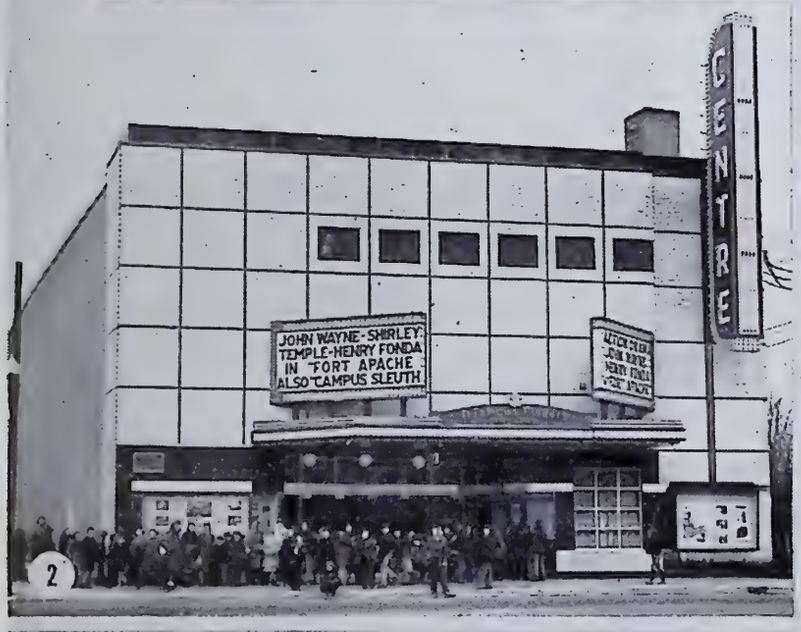
Premier Operating Company, another Famous Players' associated company, has completed and opened five new theatres in Ontario during 1948.

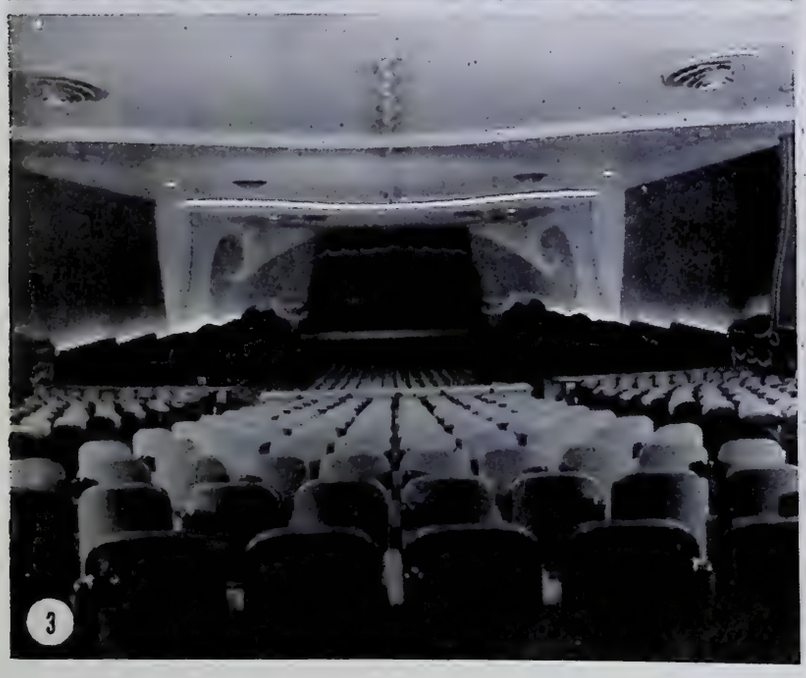
In Toronto they have the deluxe suburban house, the Willow, which has a seating capacity of 1,000 and is man-

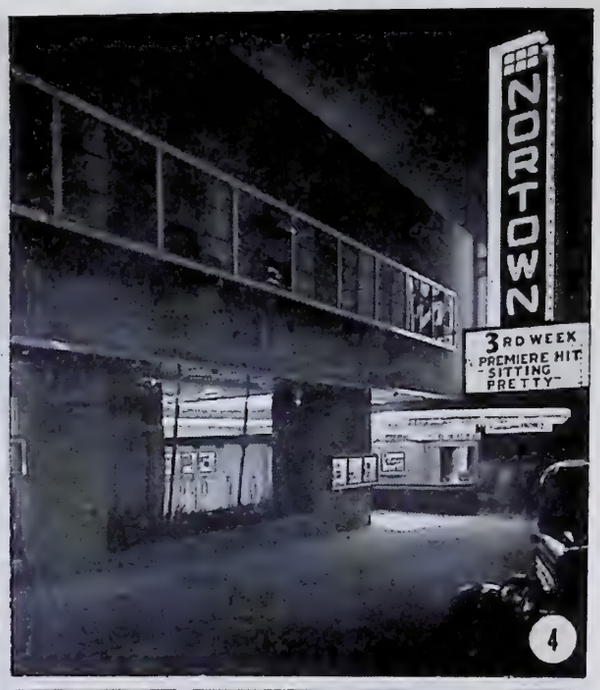
(*Continued on Page* 41)

SOME OF THE BEAUTIFUL NEW THEATRES



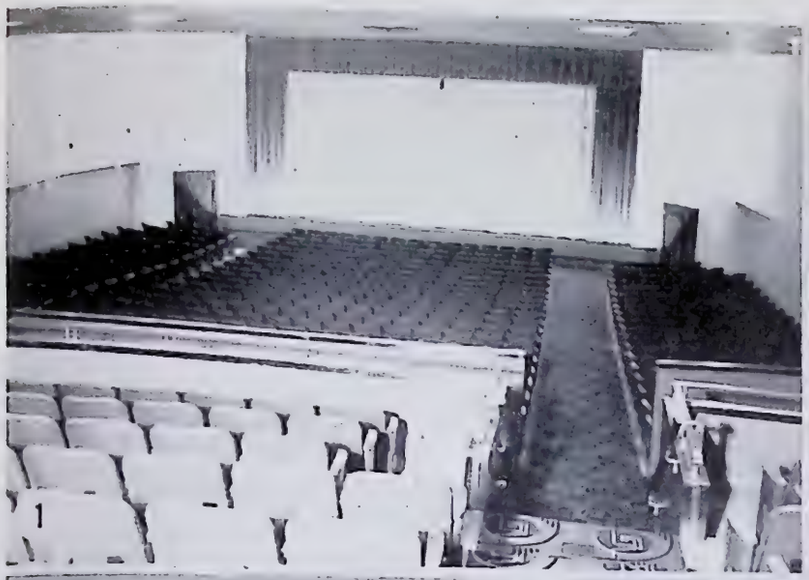


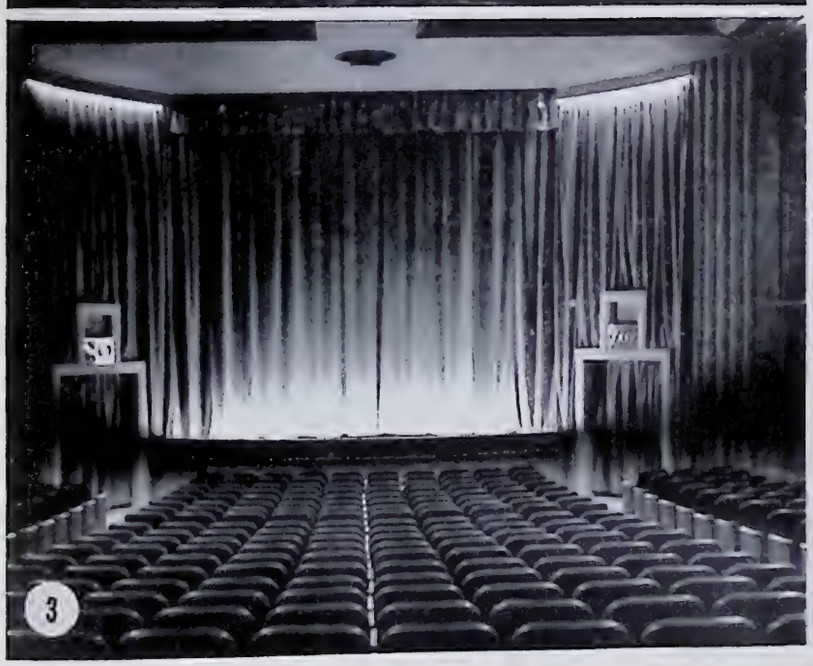




(1) Foyer of the Donlands Theatre, Toronto.
(2) Centre Theatre, Windsor.
(3) Auditorium of the Paramount Theatre, St. John.
(4) Front of the Nortown Theatre, Toronto.
(5) Lounge of the Paramount Theatre, Peterborough.
(6) The Vaughan Theatre, Toronto.

BUILT BY FAMOUS PLAYERS AND ASSOCIATES





(1) The Hollywood North Theatre, Toronto.
(2) The Willow Theatre, Toronto.
(3) The Little Elgin in Ottawa.
(4) The Glendale Theatre, Toronto.
(5) The Century Theatre, Sudbury.
(6) Downtown Theatre, Toronto.

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A Very Merry Christmas and a Happy and Prosperous New Year

S. MERETSKY, Managing-Director
PARAMOUNT WINDSOR THEATRES

Famous Players Builds Luxurious New Theatres

(*Continued from Page 37*)

aged by Mark Mehr. Also in Toronto, this company has added the North Hollywood which gives the Hollywood on Yonge Street a dual auditorium. The theatre is managed by Bill West. Recently opened is the Strand Theatre in Kapuskasing under the management of Joe Schmitz. The Park Theatre, Cobourg, with 750 seats and managed by Mrs. Ruth Harrison and the Strand Theatre, Aylmer, seating 525 and managed by D. Walker are among Premier's newest theatres in Ontario. Architect for all five theatres was Herbert Duerr of Toronto.

Flagship of Famous Players' associate, 20th Century Theatres, is the Downtown Theatre, located in the heart of downtown Toronto at Dundas Square and Yonge Streets. The Downtown has a seating capacity of 1,059 including a smoking section of 392 seats. The theatre is a two floor house, completely air-conditioned and one of the smartest houses in the downtown area. It is managed by Martin Simpson and was designed by Kaplan and Sprachman of Toronto.

20th Century's Glendale Theatre serves a newly developed area in Toronto and represents the finest in modern suburban theatre designing. The house is managed by Bill Meinitz and has a seating capacity of 995 including a smoking loge section of 413. Kaplan and Sprachman were the architects.

Kaplan and Sprachman also designed 20th Century's new theatre in Sudbury, the 799 seat Century Theatre which is managed by Grant Garrette.

The Elgin Theatre in Ottawa has been expanded to make a dual theatre by the addition of the "Little Elgin", a 410 seat auditorium managed by Ernie Warren.

F. G. Spencer of the F. G. Spencer Co., St. John, a Famous Players associate, has built two new theatres in the Maritimes — the Paramount in Campbellton, N.B., and the Paramount in Amherst, N.S.

In Brockville the old Capitol Theatre was razed and a completely modern theatre with a seating capacity of 850 was built and opened to the public in December. This house is managed by Jack McLennan.

Famous Players during 1948 rebuilt the Runnymede Theatre in Toronto giving it a modern, streamlined front and interior with new equipment and "push back" chairs. The Imperial Theatre, Toronto, Canada's largest theatre, was redesigned with a new front and lobby and has been completely redecorated.

In Cornwall, Famous Players, in association with Clarence Markell, completely rebuilt the Palace Theatre which now has 959 seats.

The University Theatre in Toronto, located on Bloor Street West, in the heart of the University of Toronto district is near completion and will be formally opened early in 1949.

Lana Turner and Alan Ladd Top Popularity Poll

Following the most intensive survey of fan preferences ever conducted by a magazine, the January issue of Modern Screen announces Lana Turner and Alan Ladd as winners of its 1948 popularity poll. Over 4,000,000 readers in every part of the country and of all ages chose the Metro-Goldwyn-Mayer star as their favorite of the year. An engraved loving cup was presented to Miss Turner on Friday, December 10, on Radie Harris' CBS show, "Broadway and Vine". Alan Ladd will also be presented wtih a loving cup when he returns from Europe, the presentation to take place on Modern Screen's Mutual network radio program, "Movie Matinee".

Second to Miss Turner on this poll was Shirley Temple, followed by Betty Grable, Ingrid Bergman, and June Allyson. On the heels of Alan Ladd came Bing Crosby, followed by Tyrone Power, Clark Gable and Roy Rogers.

A Merry Christmas
and a
Happy New Year

HARRY J. ALLEN

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TRADE HEADLINES

Canadian Producers Feel Co-Op Not A Complete Success — They're Left Out

●

Tri-States Theatre Owners in U.S. Adopt TOA Conciliation Plan

●

Howard Hughes' Deal With U.A. On 3 Set — Producers For 3 Replacements To Be Named

●

Theatre Vandalism Costs $2,000,000 Annually To U.S. Theatres

●

Wanger's Releasing Deal with EL (Hollywood) Terminated Over Budget Limitations

●

Agency Exec. Predicts $50,000 Shows On Television in 1949 — Broadway Scale

●

Trust Suit Seeks Injunction Against Bidding For Films "Abnormal Fees Result"

●

British Distributors Refuse Their Pictures For Television — BBC Talks Off Till '49

●

Record Companies Ready To Resume Recording As Green Light On New Pact Imminent

●

RKO Independent Producers Will Get Lower Fee, Larger Percentage

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MONTREAL

"Portrait of Jennie" Uses Large Screen, Special Sound

David O. Selznick's announcement that he would use a big-scale Cycloramic screen together with a new sound system called Multi-sound to project storm scenes of his production "Portrait of Jennie", is viewed as the first of other innovations by Hollywood's top producers who've been keeping an eye on television.

Selznick will use the enlarged screen, 30 by 40 feet in dimension, for the first time at the Carthay Circle Theatre, Los Angeles, where the world premiere of "Portrait of Jennie" takes place on Christmas Day. Equipment is now being installed.

Arrangements are also being made to use the spread screen and sound effects in hundreds of other first run theatres throughout the United States and Canada where "Portrait of Jennie" will be shown. The film stars Jennifer Jones, Joseph Cotten and Ethel Barrymore.

Tried out at recent test previews of "Portrait of Jennie" the big screen and sound effects won the immediate approval of audiences in Northern California communities.

Now that Selznick has led the way, it is expected that other Hollywood producers will seek to create new exhibition ideas, as a result of which their films can be projected with a maximum of entertainment value.

The big screen was used on a few occasions in New York, Chicago and Los Angeles during the 30's. Theatregoers will recall the "blow-up" scene of a battleship ploughing toward the audience, its decks awash as it nosed deep into the sea. It was used for bond drives during the war and on patriotic holidays.

Recent technical developments, however, have now made the enlarged screen — christened "Cycloramic" by Selznick and his staff — a practical means of intensifying the drama of spectacular action. New coated lenses and high-intensity arcs guarantee ample illumination, sharpness and definition when the screen zooms to wider size. Moreover, the prints for "Portrait of Jennie" are being given a special laboratory treatment so the projection will be flawless.

COMPLIMENTS OF
THE SEASON

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TOO BIG FOR ONE THEATRE

Unprecedented public demand has made it necessary to also engage the FULTON THEATRE, STARTING TUESDAY DEC. 14th for reserved seat showings of

"JOAN OF ARC"

which will still continue at the Victoria Theatre, with continuous performances, 7 shows daily.

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Mail Orders Filled Promptly. Seat Sale Starts Friday for First 6 Weeks.

REGULAR PERFORMANCES:
Twice daily at 2:30 and 8:30 PM Saturdays 2:30, 5:30, 8:30 and 11:30 PM Sundays 2:30, 5:30 and 8:30 PM

CHRISTMAS WEEK SCHEDULE:
Christmas Day Dec 25th, 2:30, 5:30, 8:30, 11:30 Christmas Week, Daily from Dec 27th thru Dec 31st, 10:30 AM, 2:30, 5:30, 8:30

PRICES AT FULTON
Matinees $1.80 Evenings $2.40 (tax included)

SPECIAL NEW YEAR'S EVE SHOW AT MIDNIGHT

JOAN OF ARC
starring INGRID BERGMAN
A VICTOR FLEMING PRODUCTION
COLOR BY TECHNICOLOR
CAST OF THOUSANDS
with JOSE FERRER
FRANCIS L. SULLIVAN · J. CARROL NAISH · WARD BOND
SHEPPERD STRUDWICK · HURD HATFIELD · GENE LOCKHART
JOHN EMERY · GEORGE COULOURIS · JOHN IRELAND
and CECIL KELLAWAY · based upon the stage play "Joan of Lorraine" by MAXWELL ANDERSON
screen play by MAXWELL ANDERSON and ANDREW SOLT
art direction by RICHARD DAY
director of photography JOSEPH VALENTINE A.S.C.
Produced by WALTER WANGER
Directed by VICTOR FLEMING
presented by SIERRA PICTURES Inc.
released by RKO RADIO PICTURES

Continuous at the

VICTORIA

B'way at 46th Street

7 Shows Daily, Starting 9 A.M., 11:30, 2 P.M. 4:30, 7, 9:30, 12 Midnight.

A pair of reserved seats for 'Joan of Arc' makes the ideal Christmas gift!

SAVE THIS AD
for complete Holiday week performance schedule of 'Joan of Arc'

(This kind of advertising in all New York newspapers.)

$50,000 Suit Over Contract Involving Theatre Dismissed

A suit by Foto Nite Amateur Shows Ltd. and Louis Davidson, Toronto solicitor, to receive $50,000 for breach of contract against Mrs. Jennie Rappaport, and to restrain her from carrying on a theatre business in any capacity in Campbellford, Ont., was dismissed with costs against plaintiffs by Chief Justice McRuer in non-jury assize court Monday.

The chief justice dismissed the suit against Mrs. Rappaport, both in her personal capacity and that of executrix of the last will and testament of her husband, Abraham.

In their statement of claim the plaintiffs stated they rented the Hollywood Theatre in Campbellford during October, 1942, for a 10-year period from Abraham Rappaport with a clause preventing the lessor from directly or indirectly carrying on a theatre business in Campbellford during the term of the lease.

Widow His Heir

Abraham Rappaport died in September, 1946. His will bequeathed all his real and personal estate to his widow. In the spring of the same year construction of a theatre on Bridge St. in Campbellford had been begun by the Rappaports. It was completed late in 1947 and leased to the Alliance Films Ltd. at a set monthly rent.

Plaintiff's statement, by Counsel Thomas Delany, claimed Abraham Rappaport commenced and actively supervised the construction of the theatre. They further claimed the new theatre to be more modern than the one leased by themselves, that Campbellford, a town of 3,000 people, could not support two theatres, and that they had suffered a great loss in receipts.

Fred Catzman, counsel for defendant, said Mrs. Rappaport sold a theatre she owned in Toronto in 1946 and with the proceeds erected the building in Campbellford in her own name and with her own money. After Mr. Rappaport's death, said Mr. Catzman, his widow may have used some of the $400 monthly rent from the Foto Nite Amateur Shows Ltd. for the construction of the building, but only within her right as executrix of the will.

The restrictive clause of the lease, by its wording, was limited to the husband only, Mr. Catzman argued, and imposed no restrictions on Mrs. Rappaport.

No Investment Shown

"No finding could be made on evidence submitted before me that deceased, Abraham Rappaport, at any time invested any money in the building being erected by Jennie Rappaport," said Chief Justice McRuer.

"The property was purchased in her name. She was entitled to pay over to herself the money she received on behalf of his estate, but this did not make the estate a party to the enterprise being carried on by her.

Started Young, Has Long Career in Show Business

JOSEPH MARKS

Joe Marks was born in London in 1901. In January, 1922, he joined Ideal Films in Glasgow as a salesman, covering all Scotland for that company. Four years later he was appointed branch manager for Scotland, the youngest in the business at that time. During this period, the company handled all the product of the F.B.O. of America and all the important British films of the period, as well as distributing the RKO product until that company opened offices in Great Britain.

This happened in 1930, and Joe Marks resigned from his company to go with RKO as the first man hired on their British sales staff. He became branch manager for Scotland.

In 1934 he was promoted, by RKO, to the position of sales supervisor in charge of ten exchanges in the United Kingdom, to promote sales and goodwill throughout the territory. When the company introduced the "March of Time" series in Gt. Britain, and Disney transferred from UA to RKO, Marks was sales supervisor attached to the head office in London, and was in charge of these productions.

In 1944, he left RKO to join Pathe Pictures Ltd., as General Sales Manager, an affiliate of which was Associated British Cinemas, controlling the largest individually-owned chain of theatres in the U.K., 465 of them. This chain also has an affiliation with Warner Brothers. At Pathe, he was Sales Manager for Gt. Britain and Ireland, with 10 exchanges and 45 salesmen under his direction.

Pictures distributed were the top British product including all the Herbert Wilcox productions, among which were "Picadilly Incident" and "I Live in Grosvenor Square", which at that time were the biggest grossers in the U.K. territory.

He then took over the distribution of Selznick productions and was in complete charge of "Duel In the Sun" for its British showings. When the Selznick office heard that Joe Marks planned to come to Canada, they appointed him General Manager here for SRO.

In the six months he has been here, he has had occasion to cover all of the territory, spreading good-will and, of course, the name and fame of SRO.

Canadian Plays Comic Role In British Film

Forty - eight - year - old Raymond Lovell, Canadian-born stage and screen star, has a part in the new British comedy "Fools Rush In" starring Sally Ann Howes, Guy Rolfe and Nora Swinburne. Raymond plays the role of a middle-aged diplomat who is assigned to Peru at a moment when he is contemplating marriage. The position is complicated by the arrival of the ex-husband (Guy Rolfe) of the woman he is going to marry—Nora Swinburne.

Between 1940 and 1948, Raymond Lovell has appeared in over 20 films, among them "49th Parallel", which was produced in Canada, which he had not seen since childhood. His most recent work has been in Somerset Maugham's "Quartet".

"Hounded" New Title

"Hounded" is the new title for Columbia's George Raft starring vehicle which Irving Starr will produce with Ted Tetzlaff directing. The story was in preparation under the title of "The Big Jump".

JOE MARKS
Canadian General Manager
SELZNICK RELEASING ORGANIZATION

Extends

To All His Friends

THE SEASON'S GREETINGS

Film Highlights Of 1948

JANUARY

"Gentlemen's Agreement" voted best of the year 1947 by the New York Film Critics . . . International Film Distributors hold series of sales meetings . . . Warner's aims at 40 pictures for the coming year . . . Arthur Silverstone comes to Canada to replace Sydney Samson as Fox Canadian Sales Manager . . . First rumbles of Paramount's intermediate video method . . . F-P's 25-year club celebrates its fourth birthday . . . . Gala luncheon thrown by Andy Smith, 20th-Fox Sales Manager to introduce Arthur Silverstone to the Canadian film trade . . . Famous Players buys the Lyric, Vancouver — rechristen it International Cinema as art-foreign house, also acquire the Capitol, Guelph, Ont. . . . newly organized, Cardinal Films announces its first year's line-up . . . National Film Board spent 2-1/3 million in previous fiscal year . . . Warner's starts showing Pathe Canadian News in this country — first one in colour . . . Richard Tauber dies . . . Audio Films plays host to 1,200 at party to celebrate opening of new studios . . . Mary Pickford in Canada on whirlwind three-day tour to promote "Sleep My Love" . . . F-P's 25-Year Club gets 20 new members . . . Earl Lawson elected new president of Canadian Picture Pioneers, succeeding Oscar Hanson . . . Winnipeg Pioneers hold annual meeting — Vancouver Pioneers a Movie Ball and Frolic.

FEBRUARY

Ghandi assasinated . . . Canadian made "Whispering City" has Canadian premiere at Palace, Montreal . . . UA directors see $1,000,000 net profit for coming year . . . George Stroud, pioneer showman, passes . . . Eagle-Lion throws a cocktail party for James Mason and wife, Pamela Kellino . . . MGM acquires screen rights to Sophie Tucker's biography "Some of These Days . . . Warners to film story of the RCMP, "Two Guys From the Mounties" . . . Empire-Universal announces release of 36 French Language films, including two operas . . . Odeon Kent in Moncton, N.B., destroyed in $75,000 blaze . . . big explosion rocks new Audio plant — back to 100% operation in three days . . . J. J. Fitzgibbons gets C.B.E. at Government House investiture . . . F-P theatres with smoking loges institute selling of cigarettes at candy bars . . . Canadian Motion Picture Productions completes "Sins of the Fathers" in 10½ days shooting . . . London Daily Mail extends Britain's National Film Award voting to Canadian moviegoers.

MARCH

Film Board considers colour for "Canada Carries On" . . . Rex Theatre at Flin Flon, Manitoba goes up in $150,000 worth of smoke . . . IFD announces cash awards in "T-Men" exploitation contest . . . Digest runs exploitation series by publicity heads . . . The J. Arthur Rank Organization of Canada, Ltd. is formed with J. Earl Lawson as president on Rank's visit to Canada . . . Rank speaks in Boston, gets honorary degrees in Law and Science from Boston University . . . F-P opens its first post-war theatre The Nortown, in Toronto . . . New Liberty's first annual movie award poll gives top honours to "The Jolson Story" and "The Egg and I" . . . Jack Fitzgibbons president of merged Theatre Confections with Hollywood Confections . . . Irving Berlin gets French Legion of Honour . . . Anita Colby, beautiful Paramount publicist in Toronto and Montreal on behalf of "The Emperor Waltz" . . . Owners of Broxy Theatre, Nanton, Alberta, lose house when judge rules Sunday deal void.

APRIL

British Army command bans "Palestine", J. Arthur Rank short in "This Modern Age" Series, for showings to servicemen . . . Star Theatre Lewis-

(*Continued on Page* 47)

On this festive occasion it is our
desire to wish all our
customer friends a
VERY HAPPY CHRISTMAS
and
ALL THE BEST FOR 1949

PERKINS ELECTRIC
COMPANY LIMITED

277 Victoria Street
TORONTO

2027 Bleury Street
MONTREAL

Film Highlights Of 1948

(*Continued from Page* 46)

ville, N.B., one year old, burns to the ground . . . Lawson reports to Odeon shareholders that the year end will see 19 new houses across Canada . . Committee formed to promote production of movies in Canada . . . Esther Ghan, Toronto and Winnipeg singer wins award in international "Carnegie Hall" promotional contest . . . Pioneers hold big stag and smoker at King Edward Hotel, Toronto . . . Brampton gets prefabricated theatre — The Roxy — quonset hut style . . . Winners in F-P's "Bachelor and Bobby Soxer" exploitation contest, Bill Trudell for East — Eddie Newman and Charlie Doctor tie for the west . . . Variety Club, Toronto branch, opens impressive new quarters in Prince George Hotel.

MAY

J. J. Fitzgibbons brands amusement taxes as discriminatory . . . Perry Wright goes to Vancouver as Branch manager for Empire-Universal Films . . . London Little Theatre group wins Dominion Drama Festival with Shaw's "Saint Joan" . . . Biltmore Theatre, Toronto, opens . . . Tubby Long, industry pioneer passes . . . Odeon sponsors mural contest for the new Odeon-Carlton . . . Hughes buys control of RKO Radio . . . Montreal branch of UA wins Grad Sears Gold Cup, top sales trophy . . . Joseph Marks becomes Canadian Division Manager for SRO, succeeding Charles Weiner who goes back to his home in Minneapolis as midwest division manager . . . Selznick, Korda sign contract for joint English Production . . . 20% Amusement Tax, dropped by Federal Government, re-imposed immediately by Ontario Government . . . Film Board makes movie on art galleries . . . Rank will reconsider production in Canada . . . Audio plays host to 150 admen in "Motion Picture Night" . . . Hymie Rotenberg, Toronto exhibitor over 30 years, passes . . . Canadian International Trade Fair held at the exhibition grounds, Toronto . . . Rank Organization stages Britain's fashion show.

JUNE

Bryan Foy, vice-president in charge of production for Eagle Lion (Hollywood) Studios, in Canada to meet the staff of International Film Distributors, outlines plans for production in Canada . . . Renaissance Films Ltd. announce plans for the production of 10 pictures within the next two years . . . Tom Miller moves from Vancouver to Winnipeg as Theatrical Representative for NFB . . . Paramount holds Canadian Sales Meet in Toronto . . . Wannie Tyers returns from a trip to the U.K. looking over theatre management there . . . Tent 28, Variety Club raises $30,000 in Ball Game . . . Paramount introduces 25-year club . . . average profits of the American film companies down 45% for first quarter . . . Joe Louis beats Jersey Joe Walcott and retires from the ring, undefeated . . . "Mating of Millie" starts its record-breaking run at the Biltmore.

JULY

"Northwest Stampede" has world premiere in Calgary . . . Anna Neagle wins Gold Medal Award — first British actress to be three-time winner . . . RKO Radio holds Toronto sales meet . . . Carol Landis, ill, takes own life . . . Pioneer Benevolent Fund elects new executive . . Steve Broidy, President of AA and Monogram, in Montreal to confer with Renaissance heads on releasing plans . . Fox holds one-day sales convention in Toronto . . . RKO Radio holds regional sales meet in Toronto . . . E-U launches $250 exploitation contest on "Man Eater of Kumaon" . . . "Hamlet" given press screening — unanimous raves . . . Spyros Skouras in Toronto to address Canadian heads, promises 30 "A" pictures for the year . . . Paramount Theatre, New York featuring large screen television events regularly.

(*Continued on Page* 48)

NATIONAL THEATRE SERVICES LTD.

SAM FINGOLD RALPH DALE

Film Highlights Of 1948

(*Continued from Page 47*)

AUGUST

Peter Myers new Fox Toronto manager . . . E. J. Byrne, executive of Dominion Sound, passes . . . Famous Players buys control of Skyway Drive-In Theatres Ltd. . . . Wolfe Cohen becomes president of Warner Brothers International . . . Alexis Smith visits Penticton, B.C., her home town, for the Annual Peach Festival . . . Clement E. Williams becomes comptroller of Audio Pictures and Film Laboratories . . . Ben Cronk, Empire-Universal publicity director and popular industry pioneer given a year's leave of absence because of his wife's illness — leaves for Los Angeles . . . Bert Wilkes leaves The Digest to form own publicity set-up, principal account being Empire-Universal . . . Paul Henreid in Montreal to talk production with Canadian International Screen Productions Ltd. . . . Larry Stevens leaves UA to become executive assistant to Frank Fisher of EL, will tour with "Hamlet".

SEPTEMBER

Olsen and Johnson bring record breaking show to the C.N.E. . . . Odeon Toronto opens in a blaze of glory — Patricia Roc and Trevor Howard fly in from England for opening . . . Canadian Motion Picture Golf championships won by Fred Cross, Vogue, Toronto, projectionist . . . "Millie" leaves town after a record breaking 14 weeks . . . Ned Depinet takes over as President of RKO . . . Bing Crosby brings troupe to Vancouver for benefit . . . Paul Firestone new associate editor of The Digest . . . Oliver Twist raises controversy on character of Fagin . . . Imperial robbed of $4,000 by youthful treasurer . . . Canada gets children's film library . . . Canadians pick Lockwood, Mason as favourites in Dominion-wide poll . . . Silverstone and Meyers to Los Angeles for 20th Fox meet . . . Ben Cronk becomes Hollywood correspondent to the Digest . . . MPTAO gets 6 midnight shows for Toronto instead of 2 . . . Jack Arthur invested with MBE, also Mrs. Herb Allen . . . Hollywood star Charles Korvin in Montreal to discuss starring roles for Rennaissance Films.

OCTOBER

"Oklahoma" in Toronto, sold out week in advance at $4.20 top . . . Variety Club holds big hockey night at Maple Leaf Gardens . . . Famous Players opens new Paramount — St. John . . . MPTAO holds 7th annual meeting in Toronto . . . Famous Players Eastern Partners meet at Niagara Falls . . . Bell Singers appear on Imperial Stage in conjunction with NFB short . . . Robert Cummings in Toronto to open the new Downtown Theatre . . . J. Arthur Rank takes 5 awards at Venice Film Festival, 4 of them for Hamlet . . . Howard V. Knevels, Montreal Pioneer, passes . . . Arthur H. Lockwood chosen new TOA president . . . Jules Laine, pioneer, passes . . . Bill Trudell top showman in Digest annual contest . . . "Gentleman's Agreement" banned in Spain, creates minor press furor . . . MGM plans "Mountie" film to be made in Canada . . . "Duel in the Sun" wins Venice award . . . Tom Miller takes over from Doug Peacock the NFB distribution post . . . Harold Kay moves to Eagle Lion as Toronto branch manager . . . Imperial Theatre, Toronto undergoes extensive alterations, preparations for television . . . Odeon-London has gala opening . . . Toronto actress, Susan Fletcher, gets Hollywood call.

NOVEMBER

Big Presidential upset blots out all other news for days . . . CBC reserves decision on television application . . . Lionel Lester new head of National Booking . . . Ivan Ackery, Orpheum Vancouver, wins first prize in "T-Men" campaign contest . . . Night blackouts cut Toronto exhibitors' business from 20% to 50% . . . E-L (Hollywood) sets reciprocal deal with Aga Khan's trust . . . Quebec Allied Theatres hold convention in Montreal . . . Archie

(*Continued on Page 49*)

Holiday Greetings

To The Trade

AND A SPECIAL WISH FOR
A HAPPY AND
PROSPEROUS NEW YEAR
TO ALL INDEPENDENT THEATRE OWNERS
IN ONTARIO

Allied Co-operative Theatres

BEN FREEDMAN
PRESIDENT

HARRY ROMBERG
SECRETARY

Season's Greetings

TO ALL OUR
FRIENDS
IN THE TRADE

THEATRE HOLDING
CORPORATION

Film Highlights Of 1948

(*Continued from Page* 48)

Mason re-elected president of Maritime Allied Exhibitors . . . Odeon has first twin opening in Port Arthur and Fort William . . . Jack Nelson, pioneer showman of North Bay, passes . . . Dick Main returned as president of MPTAO . . . Movie stars take Halifax by storm when re-routed on the way to Command Performance in London . . . . Selznick reported in deals with almost everybody . . . B & F open luxurious Donlands Theatre . . . J. J. Fitzgibbons outlines Video plans at F-P's Winnipeg meeting . . Odeon Hyland, Toronto, opens with "Hamlet".

DECEMBER

Calgary Stampeders take Dominion championship from Ottawa Roughriders and take over Toronto while they are at it . . . Quebec division of Pioneers elects Bill Singleton as president . . . . Barbara Ann Scott leaves Ottawa for New York and Roxy debut . . . Ontario Censor Board deplores violence in films in statement which gets continent-wide publicity . . . Lionel Shapiro, author, in Toronto for Paramount's "Sealed Verdict" . . . Phonevision looms on horizon . . . Industry to release public relations shorts — 4 ready now . . . Louis B. Mayer, MGM head, elopes with Lorena Danker . . . Arthur Gottlieb marries Gladys Glad . . . Toronto Tent of Variety Club lays corner stone of Variety Village . . . Lana Turner and Alan Ladd top modern screen popularity poll.

Camera Crews Making Film Get Inside Drug Ring

National Film Board camera crews had the time of their lives in filming the latest CCO "Pay-off In Pain" — the inside story of drug addiction in Canada. Working with the RCMP and the Narcotics Control Division of the Department of National Health and Welfare they not only followed the police on raids but also used several real drug addicts as "actors".

"Pay-off In Pain" deals with how addicts acquire the habit . . . and how peddlars operate in the illegal sale of drugs. It also poses the question "should addicts be treated as patients or criminals?" The film suggests that some people who acquire the habit could be good citizens if medical and psychiatric treatment were given them to make them independent of drugs.

The motion picture points out that it costs approximately $10,000 a year to keep a person supplied with the drugs he must have every few hours. As a result addicts turn to crime to earn the money. In most cases they become petty thieves, shoplifters, or streetwalkers.

Once addicts acquire the habit they fall completely and hopelessly under its power . . . some try to cure themselves while others beg for a jail sentence. In jail they are healthy without narcotics but once out they return to them.

During the directing of the film one of the "actors" was arrested. He threw the police off his trail momentarily when he gave the director of the film's name and address as his own!

Music for "Pay-off In Pain" was written by Bob Fleming, well-known Canadian musician and winner of a number of scholarships. Fleming comes from Saskatoon.

We Stand Corrected

It was Miss Isabel Oullahan who accompanied Oscar Hanson and party of educationists to England recently, and not Mrs. George Oullahan as reported here.

Bosley Crowther writes the feature articles on motion pictures in the New York Sunday Times. We have used his name so many times in The Digest, we should know that he is not Boswell Crowley.

Mrs. Florence Bloomfield, widow, daughter of Mr. and Mrs. Hyman King, is living with her parents in Toronto, not with her husband as we stated in error in a recent editorial.

W. FORWARD
Manager Vancouver Branch

C. MAYBEE
Manager Winnipeg Branch

H. BURKO
Manager Montreal Branch

Season's Greetings

T. HOAD
Manager Projection Division

G. CUTHBERT
Manager Sound Division

P. D. BROWN
President & General Manager

C. E. YONSON
Secretary

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TORONTO
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VANCOUVER
963 Granville Street
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185 Portage Ave. E.

In a world of
indecision and
doubt it is our
sincere hope that
Christmas
AND THE
NewYear
will bring anew to
the hearts of men....
that message from out
the dim, past ages....
which will rise above
the clamor and discord
of our times....
Peace on earth-
goodwill towards men"
Paramount
Pictures
Paramount Pictures

Vancouver News

By JACK DROY

VANCOUVER theatre operators are giving serious attention to the enforcement of the city's curfew law prohibiting juveniles under 16 from being on the streets unaccompanied after 9 p.m. since various women's organizations suggested that new teeth be put into enforcement of the ordinance for keeping minors off the streets and away from movies after that hour.

Lloyd Pantages, of the Odeon-Hastings, is very proud of his son Rodney, one of the football stars who helped Calgary Stampeders win the Dominion title in Toronto. Rodney will play football next season on a U.S. University team. There were four Vancouver boys on the Calgary team which took Ottawa.

* * *

Vancouver first-runs felt the effect of a tough two weeks weather, rain and snow keeping the folks home. Two former road shows now playing at regular admissions "Henry V" at Vogue and "Life With Father" at Strand made the best showing with "Bring 'Em Back Alive" on a return date at Cinema and "Julia Misbehaves" at the Capitol holding up in the second spots, rest of town theatres below average.

Vancouver Film Exchange Employees and their friends held their annual Christmas Party December 3rd at the Pacific Club. 150 amusement business folks were there and had a tip-top time. A vote of thanks is due the committee for the excellent arrangements.

* * *

Nat Holt, Hollywood producer who has just completed shooting "Canadian Pacific" in Alberta and British Columbia, will make a second picture in B.C. in 1949. Randolph Scott, who was featured in "Canadian Pacific" will head the cast again.

* * *

H. H. Simmons, Vancouver Architect, is the new president of the Architectural Institute of British Columbia. Simmons was in charge of many B.C. Theatres including the new Odeon Theatres at West Vancouver and Victoria and is presently building a theatre at Port Moody, the new studio downtown movie for Toronto interests, and the new Odeon-Fraser in Vancouver.

* * *

A highlight in the news recently was the sale of one of Vancouver's largest department stores, Spencer's, to the T. Eaton Company of Toronto for a reported 17 million dollars. The deal may change plans for Eaton's to demolish the old Vancouver Hotel which is situated on theatre row here, next to the Cinema.

* * *

Jimmy Davie, RKO Vancouver manager has left for Winnipeg to attend a regional sales meeting to start off the 12th Ned Depinet Drive which runs until May . . . Two British Columbia theatremen, Howard Fletcher of West Vancouver and E. W. Bickle of Cumberland-Courtney, are running for civic offices this month.

* * *

It's reported that the Rex Theatre, on Vancouver's skid row, and the Edison, in New Westminster, will have new owners shortly. Rex has been operated by Willis Dewees for the past 34 years and is one of Vancouver's oldest theatres. The late Frank Kerr, who died eight months ago, ran the Edison. Both are Independent spots.

New Sound Equipment In Five B.C. Houses

The Dominion Theatre Equipment Co. Ltd., of Vancouver, B.C., have installed new "Royal Soundmaster" sound and projection equipment in the following houses: The new Village Theatre, Qualicum, B.C.; the Princess Theatre, Prince George; the Capitol Theatre, Smithers, B.C.; the Star Theatre, Armstrong, B.C.; and the Bralorne Community Theatre, Bralorne, B.C.

A plain unadorned turkey sold for $1,355 at an auction at Kinistino, Sask., a town of 700 population. Money will help pay for the new Canadian Legion hall and theatre. The bird was left over from a banquet and "sold" 21 times, highest single bid being $150. That's better than a lot of turkies from Hollywood can do.

* * *

Famous Players will vacate their present quarters in the Vancouver Block and move their B.C. head office and staffs into the Strand Theatre Building which is owned by the circuit. Offices have been used by Dewees' Theatre Enterprises for the past 30 years. They will move office and staff a few doors up street.

* * *

Jack Pechet, head of Canadian Screen Publicity, was here from Toronto looking up circuit heads and exhibitors. Jack reports that his screen advertising shorts are proving very popular across the Dominion and he is placing sponsored films in 900 theatres, and increasing his business rapidly. This is Jack's first visit to the Pacific Coast, and he liked it here, but wasn't very fond of our rain.

* * *

The seasons greetings to all my friends in show business across Canada from Jack Droy.

SEASON'S GREETINGS

To All The Folks

in the

Motion Picture Industry

★

Manitoba Motion Picture Exhibitors Association

300 New Hargrave Building

WINNIPEG, MANITOBA

SEASON'S GREETINGS

and

GOOD WISHES

★

CANADIAN AUTOMATIC CONFECTIONS Limited

MADE WITH FRESH FULL-CREAM MILK

CADBURY'S DAIRY MILK CHOCOLATE

Leadership through *Quality*

"MOM AND DAD"
Wishes You All The
SEASON'S GREETINGS

CANADIAN HYGIENIC PRODUCTIONS LIMITED
GEORGE ALTMAN
General Manager

SEASON'S GREETINGS

HAROLD KAY

SEASON'S GREETINGS

PEERLESS LABORATORIES
ALBERT GLAZER
GEORGE CUMMINGS

SEASON'S GREETINGS
To All My Friends

CHARLES DENTLEBECK

BEST WISHES FOR
CHRISTMAS AND
THE NEW YEAR
from

Photo Engravers and Electrotypers Ltd.
CHARLES and KEN CASHMAN

Universal Makes Plans For Large Scale Promotion

At a series of meetings concluded in the Home Office last Friday, promotional plans on a large scale for future Universal-International releases were formulated. Included in the program are personal appearances of stars, territorial premieres, large scale world premieres plus newspaper and radio tieups.

John Joseph, national advertising and publicity director, and David Lipton, coordinator, came to New York from Hollywood to participate in the conference with N. J. Blumberg, president; W. A. Scully, vice-president and general sales manager; and Maurice A. Bergman, Eastern advertising and publicity director.

Advertising and promotional budgets were set for the pictures to be released between now and spring. In addition, heavy emphasis was placed on the publicity and exploitation campaigns which figure prominently in the program.

"Family Honeymoon", starring Claudette Colbert and Fred MacMurray, which has its premiere at the Music Hall in February, will get its kickoff with a gigantic celebration of Family Honeymoon week. This will be tied in with several national radio programs, conducting contests to send lucky families on family honeymoons to various parts of the country, including Chicago, Miami, Sun Valley, Idaho and New York.

The Fairbanks Production, "The O'Flynn", starring Douglas Fairbanks, Jr., will, in all probability, have its premiere in Washington D.C., before a distinguished audience of high government officials and Navy brass. Fairbanks, a Naval officer in the past war, will appear at the premiere.

Fairbanks also will make a tour of ten cities in advance of the opening of his picture, meeting with the press, talking at civic club luncheons on behalf of CARE and the United Nations, in which he is so interested and active. He also will appear on the stage in certain cities.

A gala territorial premiere for the Brecher Production, "The Life Of Riley", starring William Bendix, will be held in Cincinnati. Plans are now being made with Proctor and Gamble, sponsors of "The Life Of Riley" radio show, to have the program emanate from Cincinnati, while other details will be worked out at the conference in Cincinnati next week.

"City Across The River", formerly titled "Amboy Dukes", will be premiered simultaneously in New York, Chicago, Detroit, San Francisco and Washington. Stephen McNally, star of this picture, who is appearing in "Rogues' Regiment" and "Criss Cross", will make personal appearances on behalf of this Maxwell Shane production.

"Red Canyon", Technicolor production, starring Ann Blyth, Howard Duff and George Brent, will have a territorial premiere with all the star trimmings in Texas. Miss Blyth and Duff will tour through Texas to meet the press, make radio appearances and join in the festivities. Black Velvet, the horse who is prominent in this picture, also will be sent to Texas for the premiere.

Similar meetings will be held in January and at frequent intervals to blueprint releasing plans for future product.

Danny Kaye Does Specialties For "Happy Times"

Danny Kaye's specialty numbers for "Happy Times", postponed to enable the comedian to star in London's Royal Variety Command Performance, went before the Technicolor cameras at Warner Bros.

The lead-off to be filmed is the gypsy sword dance number executed to "Drink Gypsy!" original with lyrics and music provided by Sylvia Fine, and musical arrangements by Johnny Green.

Fifty extras and six musicians were called for three days' work in background atmosphere for this Danny Kaye sequence.

Jerry Wald is producing "Happy Times" for Warner Bros.

Maritime News

By A. L. FAIRWEATHER

THE Digest correspondent for the Maritimes wishes the Digest and all its readers a Happy Christmas and a Prosperous New Year.

Harry Cohen, manager for RKO at Saint John, and Arnold Watson have returned from a sales conference at Montreal.

Dennis Murphy, manager of the Vogue and Imperial Theatres at Sackville, N.B., has come out with an outdoor stunt. For the "Babe Ruth Story", Mr. Murphy arranged for some Mount Allison University baseball players to parade in uniform carrying bats and cards announcing the Vogue showing. They also carried a large banner decorated with balls and bats and the advertising. The effort brought great results: Murphy is strong on exploitation for pictures. The Vogue and Imperial are Malcolm Walker theatres.

* * *

Mr. and Mrs. Murphy met the Movie Stars, Alan Ladd and Mrs. Ladd, Virginia Mayo, Michael O'Shea, Billy De Wolfe and Patricia Neal at Sackville and accompanied them on the train as far as Amherst. Ronald Regan was also met when he passed through Sackville en route to Halifax and the local newspaper gave good publicity to these meetings.

* * *

The "King of Kings" was shown at Acadia University Hall, Wolfville, N.S., and described as "the greatest religious film ever made" . . . "Johnny Belinda", on its week's showing at the Paramount, Saint John (FP) drew many expressions of praise and large crowds all week . . . "Mickey" Isman, General Manager of Empire-Universal, was in Saint John and in conference with Louis Michaelson, Saint John manager.

Saint John people were interested in the news of the marriage of Louis B. Mayer who grew up in that city where he has many old friends . . . The Casino Theatre at Halifax, J. MacLaggan, manager, was donated for a Sunday evening showing of "Diary of a Chambermaid". Event was in aid of the Gyro Club's Christmas giving to underprivileged children. A silver collection was taken for the good cause.

* * *

The Strand Theatre, Saint John (F. G. Spencer Co. Ltd.), arranged a managers' contest for showing of "Superman", the Columbia Serial which has been so successful. First prize was won by George Walters of the theatres at Charlottetown, P.E.I., and second by Bert Girouard of the Amherst Theatres. Judges were F. Harrison Howe, manager of the Paramount, Saint John and Lew Simon, manager of Columbia Pictures' Saint John office. Showmanship, originality and cost were all taken into consideration. The Strand, Saint John, has been running a contest for children at their Saturday morning shows, stubs of tickets being kept and the lucky one receiving a free pass.

* * *

Columbia Pictures' Manager, Lew Simon, gave fine publicity to the National Film Board subject for teachers which was sponsored by the National Teachers Association and shown in Saint John as well as in many centres in the Maritimes.

* * *

Mrs. F. G. Spencer, the wife of F. G. Spencer, prominent theatre owner in the Maritimes, died suddenly in St. John, N.B., on the morning of Tuesday, December 14th. She was the mother of Gordon and Gerald Spencer, and the beloved grandmother of the two little musicians on our front cover.

(*Continued on Page* 55)

ANNA NEAGLE

(MRS. HERBERT WILCOX)

and

HERBERT WILCOX

Greet their many Canadian Friends

and wish for them

A Merry Christmas

and a

Happy New Year

"Should Auld Acquaintance Be Forgot"

MGM Sets 17 For Six Months

M-G-M's releasing program for the six months starting December has been mapped out by William F. Rodgers, vice-president and general sales manager, according to an announcement by the company yesterday.

During the period there will be a total of seventeen pictures released, two of which are Masterpiece Reprints. This compares with sixteen, of which there were three Masterpiece Reprints, for the same months of 1947-'48. Eight of the new pictures are in Technicolor.

With four pictures scheduled for December, the number of feaures to be released in 1948 will total 29, of which four are Master Reprints. This compares with the 1947 calendar year of 30 pictures, of which there were two Masterpiece Reprints.

December Releases

The four December releases will be "Hills of Home", in Technicolor, scheduled to open at the Radio City Music Hall Thanksgiving Day; "Words and Music", also in Technicolor and slated to open at the Rockefeller Center showplace next month; "San Francisco" and "A Night At The Opera", Masterpiece Reprints.

Produced by Robert Sisk and directed by Fred M. Wilcox, "Hills of Home" has in its cast such screen personalities as Edmund Gwenn, Donald Crisp, Tom Drake, Janet Leigh and Lassie. "Words and Music" is an Arthur Freed production directed by Norman Taurog with a stellar cast comprising June Allyson, Perry Como, Judy Garland, Lena Horne, Gene Kelly, Mickey Rooney, Ann Sothern, Betty Garrett, Cyd Charisse, Tom Drake, Marshal Thompson, Janet Leigh, Vera-Ellen, and Mel Torme. "San Francisco" stars Clark Gable, Jeanette MacDonald, Spencer Tracy, and Jack Holt. "A Night At The Opera" stars the Marx Brothers with Kitty Carlisle, Allan Jones and Walter King. Sam Wood directed.

And In January

For January there will be "3 Godfathers", in Technicolor and produced by Argosy Pictures Corp., and directed by John Ford with John Wayne, Pedro Armendariz, Harry Carey, Jr., Mae Marsh, Ward Bond, Ben Johnson and Jane Darwell; "Force of Evil" an Enterprise Production with Bob Roberts as producer, Abraham Polonsky, director and John Garfield heading the cast which includes Thomas Gomez, Marie Windsor and introducing Beatrice Pearson; "The Kissing Bandit", produced by Joe Pasternak and directed by Laslo Benedek and starring Frank Sinatra, Kathryn Grayson, J. Carrol Naish, Mildred Natwick, Mikhail Rasummy, Billy Gilbert with dance specialties by Sono Osato, Ricardo Montalban, Ann Miller and Cyd Charisse; and "Picadilly Incident", produced and directed by Herbert Wilcox, starring Anna Neagle and Michael Wilding and featuring Reginald Owen, Michael Laurence, Frances Mercer and A. E. Matthews.

February and March

For February the two pictures will be "Act of Violence", produced by William H. Wright and directed by Fred Zinnemann with Van Heflin heading the cast that includes Robert Ryan, Janet Leigh, Mary Astor, and Phyllis Thaxter, and "The Sun Comes Up", in Technicolor, produced by Robert Sisk and directed by Richard Thorpe with Jeanette MacDonald, Lloyd Nolan, Claude Jarman, Jr., Lassie, Lewis Stone, and Percy Kilbride in the all-star cast.

During March there will be "The Bribe" and "Take Me Out To The Ball Game" the latter in Technicolor. Pandro S. Berman produced "The Bribe" and Robert Z. Leonard directed Robert Taylor in the starring role with Ava Gardner, Charles Laughton, Vincent Price and John Hodiak in support. Arthur Freed produced and Busby Berkeley directed "Take Me Out To The Ball Game", which stars Frank Sinatra, Esther Williams, Gene Kelly, and Betty Garrett, Jules Munshin and Edward Arnold in support.

Spring Line-up

The three for April will be "Little Women", in Technicolor, "The Great Sinner" and "The Barkleys of Broadway", in Technicolor. "Little Women" was produced and directed by Mervyn LeRoy with June Allyson, Peter Lawford, Margaret O'Brien, Elizabeth Taylor, Janet Leigh, Rosanno Brazzi, Mary Astor, Lucille Watson, Harry Davenport and C. Aubrey Smith in the stellar-star cast. Gottfried Reinhardt produced and Robert Siodmak directed "The Great Sinner" which stars Gregory Peck, Ava Gardner, Walter Huston, Ethel Barrymore, Melvyn Douglas and Frank Morgan. Arthur Freed produced and Charles Walters directed "The Barkleys of Broadway", starring Fred Astaire, Ginger Rogers, Oscar Levant with Billie Burke, Gale Robbins and Jacques Francois.

For next May there will be "The Stratton Story", produced by Jack Cummings with Sam Wood as director and starring James Stewart, June Allyson with Frank Morgan, Agnes Moorehead, Bill Williams and a number of America's greatest baseball stars; and "The Secret Garden", filmed partly in Technicolor, produced by Clarence Brown, directed by Fred Wilcox and starring Margaret O'Brien and Dean Stockwell with Brian Roper, Herbert Marshall, Gladys Cooper and Elsa Lanchester.

Maritime News

By A. L. FAIRWEATHER

(*Continued from Page 53*)

P. Barkhouse of the Cross Theatre, New Ross, and R. F. Hazel of the Rialto at Tatamogouche, N.S., were visitors in Saint John as was Jo. Le Blanc, Mayor of Shediac who passed through Saint John en route to Fredericton where he had business with the Provincial Government concerning his town.

* * *

F. G. Spencer gave a preview of "Carnegie Hall" to members of the Ladies Morning Club at the Strand Theatre, Saint John. The picture attracted many music lovers on its two day showing. As well as Musical Clubs, Saint John supports two Community Concert Associations and the appreciation of good music is rapidly increasing.

* * *

The engagement has been announced of Miss Doris Selick, Saint John, to Sam Mendleson of Sydney, N.S. Doris has been with MGM in Saint John for a number of years and was an active member of the Film Girls Patriotic Club, acting as Vice-President and Secretary and doing fine work. She will be wished much happiness by all the Film Fraternity when her marriage takes place and she goes to Sydney to live.

SEASON'S GREETINGS

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in the

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FRED TREBILCOCK
AND THE STAFF OF
SHEA'S
TORONTO

A VERY MERRY CHRISTMAS
AND A HAPPY AND
PROSPEROUS NEW YEAR

•

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HOLIDAY GREETINGS

•

Sixteen Millimetre
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General Films Ltd.
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Ltd.
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Thank You, Mr. Cohen . . .

Crescent
THEATRE

OPERATED BY ROSEDALE THEATRES LTD

December 13th, 1948.

Mr. J. L. Smith,
Alliance Films Limited,
277 Victoria Street,
Toronto, Ontario, Canada.

Dear Mr. Smith:

We have just recently concluded a most successful six (6) day engagement on your company's outstanding Italian Production "THE BARBER OF SEVILLE", for the playdate of November 29th to December 4th, in the CRESCENT THEATRE, Calgary, which you are aware has a seating capacity of 375 seats, and is located in the north neighborhood district of the City of Calgary. The box-office figures which were wired to your Winnipeg Office daily, speak for themselves, and needless to say, we were very satisfied with the results of this engagement, and are eagerly looking forward to the showing of "SHOE-SHINE", "BEFORE HIM ALL ROME TREMBLED", as well as the other foreign films which your company is distributing throughout Canada.

We are listing herewith some of the highlights on the engagement of "THE BARBER OF SEVILLE", which no doubt will be of interest to you:

(1) We received a long distance telephone from a party of music-lovers in the town of High River, Alberta, which is located 40 miles south of Calgary, requesting us to reserve 8 seats for Friday night's showing of "THE BARBER OF SEVILLE".

(2) We had hundreds of theatre patrons who have lived in Calgary all their lives and had never before visited the Crescent Theatre, and we feel confident that not only will these people come back again to see the foreign films which we will be showing at our theatre, but we believe that they will now come back to see our regular Hollywood film fare.

(3) The comments of the theatre patrons were most gratifying and numerous patrons made it a point to stop on their way out of the theatre to thank us for giving them an opportunity of seeing these excellent foreign films, which they had been reading about in "Life", "The New-Yorker", etc. We also received numerous 'thank-you' letters and compliments on the quality of the sound and the excellence of the film production, and we had many patrons back time and again to see "THE BARBER OF SEVILLE".

Mr. Somer James, your Winnipeg and Western Manager, was most helpful in outlining to us a successful campaign for the showing of "THE BARBER OF SEVILLE", and we are grateful to him for his excellent assistance, which really paid off at the box-office.

After the success of "THE BARBER OF SEVILLE" we are arranging to play one foreign film, each and every month at the Crescent Theatre, and we are sure that we will do equally as well on all future films, as we have done on "THE BARBER OF SEVILLE".

Thanks again, for having faith, in our small neighborhood theatre, by allowing us to play your company's foreign product, first run, in the City of Calgary, and with kindest personal regards and best wishes, we remain,

Sincerely yours,
THE CRESCENT THEATRE.

(Signed) HARRY COHEN

Alliance Films Limited

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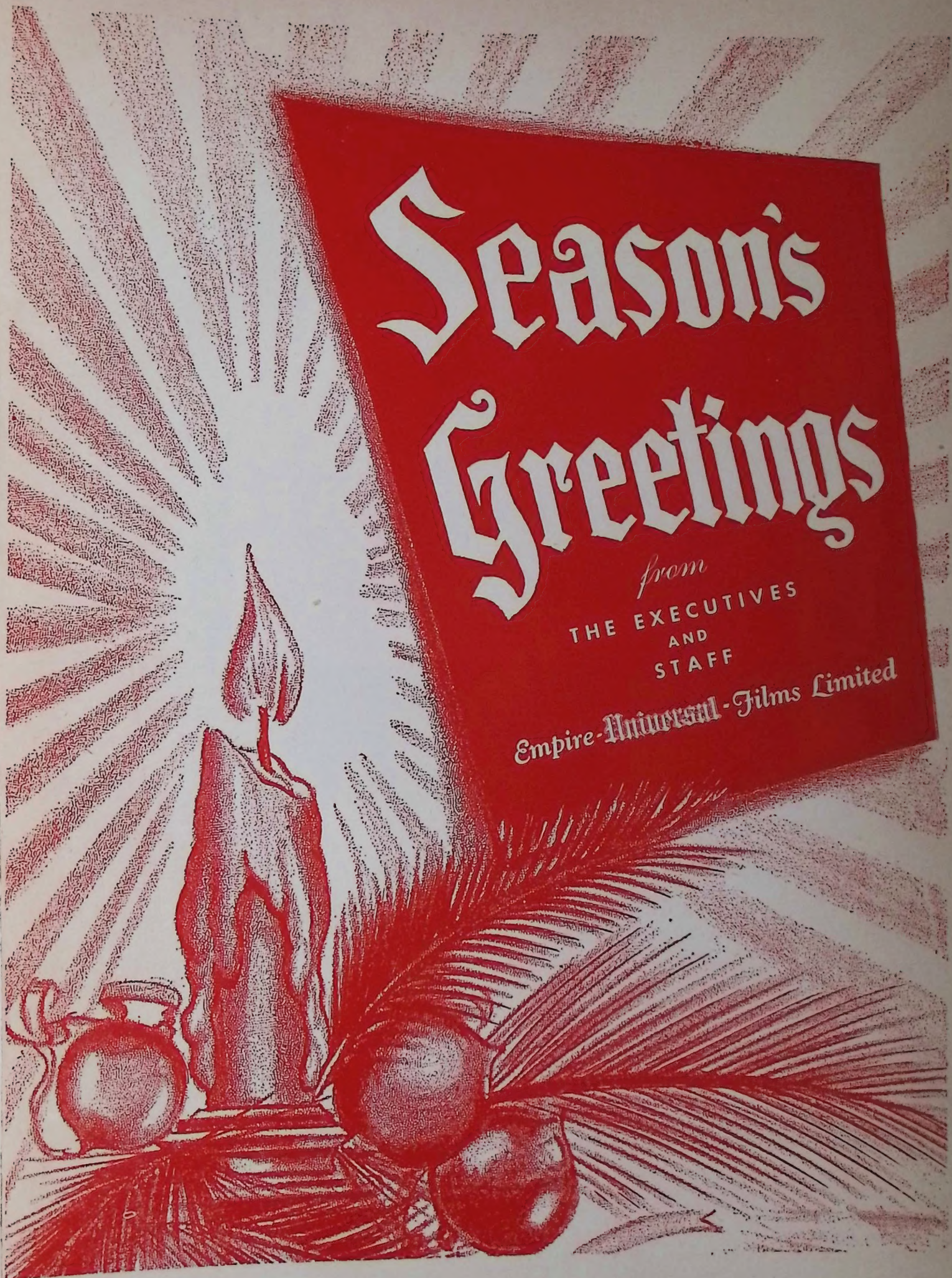
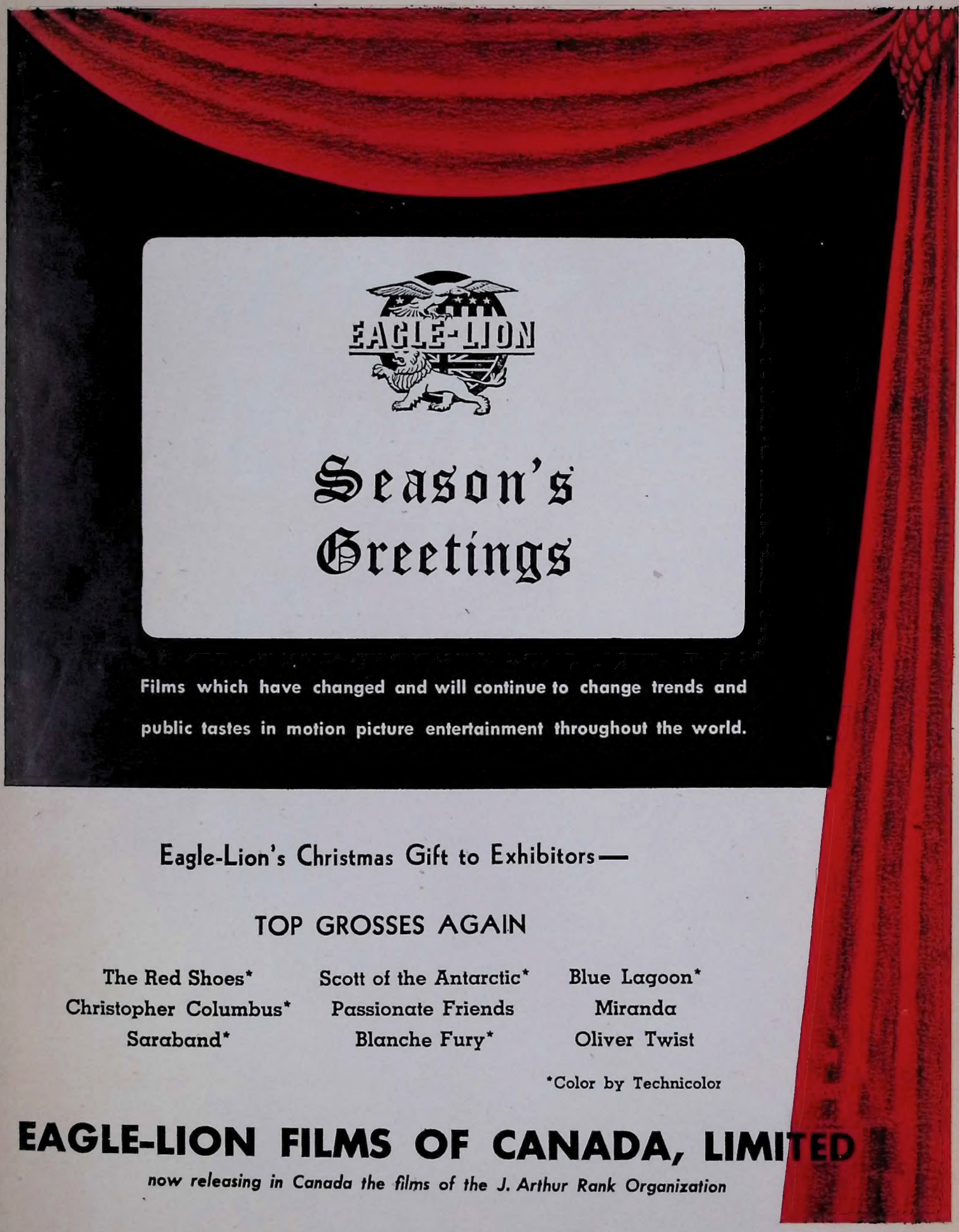
SAINT JOHN
162 Union Street

TORONTO
277 Victoria Street

WINNIPEG
303 Donalda Block

VANCOUVER
1209 Granville Street


Season's Greetings
from
THE EXECUTIVES
AND
STAFF
Empire-Universal-Films Limited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